

Planning Retreat 2021

Educational Master Plan Introduction

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VP Institutional Effectiveness



Distinguishing Features of EMP

- Leverages a Student Journey Framework
- Focuses on Goals, Strategies and Activities
 - Goals and Strategies Built Into Plan
 - Activities are Flexible and Adaptable to the Environment
- Recognizes that other Plans Exist and the Importance of Integration & Equity:
 - Student Equity Plan; Technology Plan; Facilities Plan, etc...
- Describes a Process to Implement the EMP



EMP STRUCTURE





EMP based on STUDENT JOURNEY



CONNECTION
Initial Interest through
Submission of Application



ENTRY
Enrollment through
Completion of
"Gatekeeper" Courses



PROGRESS
Entry into Course of Study
through Completion of 75%
of Requirements



COMPLETION
Complete Course of Study
through Earning a Credential
with Labor Market Value



TRANSITION
Movement to Four-Year
University or to Workplace
with Living Wage

The goals of the EMP are established around the student journey. Within each goal area, the plan includes multiple strategies to guide the implementation of the plan. Strategies are the general methods with intentional objectives used to reach goals and outcomes. Strategies developed at the Planning Retreat were crafted by participants to address loss points in the student journey based on an assessment of existing resources, constraints, and momentum points.



GOALS ALIGNED with STUDENT JOURNEY

VI. GOALS and STRATEGIES

GOALS	STATEMENT
A. Connect with Students	Allan Hancock College will encourage new students to apply and enroll in a timely manner, secure necessary financial aid, and develop a plan for college and careers.
B. Successful Entry into an Area of Interest and Program of Study	Allan Hancock College will facilitate student entry into areas of interest by helping students choose and enter a program of study as quickly as possible.
C. Student Progression through Program of Study	Allan Hancock College will ensure students' progress along their pathways to complete program requirements and achieve their educational goals.
D. Student Completion	Allan Hancock College will increase timely student completion rates and reduce excess units upon completion.
E. Transition to Transfer and/or Gainful Employment	Allan Hancock College will collaborate with industry and four-year colleges to ensure a seamless transition for students.

EMP INCLUDES SPECIFIC STRATEGIES

Strategies for each Student Journey Point

In strategic planning processes, a **strategy** is the “what” and an **activity** is the “how”.

Example: Connection Strategy

A.1 Enhance the student enrollment experience and create a community bridge by implementing strategic outreach activities and continually improving student onboarding processes.

EMP IMPLEMENTATION

Goal A- Connect with students:

Allan Hancock College will encourage new students to apply and enroll in a timely manner; secure necessary financial aid; and develop a plan for college and careers.		
Strategy	Strategy Description	Activities & Status
Strategy A.1	Enhance the student enrollment experience and create a community bridge by implementing strategic outreach activities and continually improving student on boarding processes.	Launch to college: In Progress Scheduling of classes-Speech Comm: Ongoing Enrollment campaigns: In Progress Outreach, Bulldog Bound, Student Ambassadors, Mentorship, Hancock Hello, Bulldog Bow WOW, Study A Thon, etc. : Ongoing Launch to College (In person version): Ongoing Noncredit Peer Advisors: Ongoing Provide a Hancock Conference in Spanish to the community: Pilot Noncredit Counseling- Estudiantes Unidos: In Progress Hancock Hello (Online version) 2020: Ongoing
Strategy A.2	Expand and enhance campus diversity and inclusionary programming to ensure broad participation of all students; with a focus on traditionally marginalized communities.	
Strategy A.3	Implement a Strategic Enrollment Management Plan that emphasizes flexible and innovative scheduling; with an emphasis on meeting the needs of non-traditional age students.	Food Insecurity Survey: Pilot
Strategy A.4	Develop and maintain collaboration with K-12 partners to build successful early academic, careerpathways, and encourage enrollment after high school as a Promise student.	Bulldog Bound-Speech Comm: Ongoing CTE Junior Day: Pilot CTE Career Carnival: In Progress Concurrent Enrollment/Articulation/Cooperative Work Experience: Ongoing Outreach Specialist assist high school students through the Promise

Implementation of the EMP first requires an assessment of where we are currently supporting the plan and where we are not. The focus on implementation will be to prioritize those strategies where currently there is little focused attention.



IMPLEMENTATION

Process: EMP Implementation

Priority Strategies	Activities	Expected Outcomes	Metrics	Councils, Committees, or other Group	Timeline	Quarterly Status
Sample	Sample	Sample	Sample	Sample	Sample	
Implement a Strategic Enrollment Management Plan that emphasizes flexible and innovative scheduling, with an emphasis on meeting the needs of non-traditional age students.	<ul style="list-style-type: none"> Build off the IEPI SEM framework to coach a team through development of a plan. Integrate Roadmaps to Success and Department Chairs into scheduling team Conduct needs assessment 	<ul style="list-style-type: none"> A SEM Plan is completed that identifies key steps and responsibilities 	<ul style="list-style-type: none"> Enrollment trends of non-traditional students 	<ul style="list-style-type: none"> SLC IEC Deans Department Chairs 	By Summer 2021	
	<div style="border: 1px solid blue; padding: 5px; background-color: #e6f2ff;"> <p>Specific activities/tactics will employ an equity lens</p> </div>					

Implementation is built into the Council and Committee Structure