OVERVIEW

Enrollment management literature indicates that plans for enrollment management must establish clear enrollment goals to serve as measurable objectives. To accomplish the measurable objectives that lead to successful enrollment goals, student centered strategies and activities will be executed. This plan will have the added goal of assisting the institution to develop an improved structure that will facilitate initiatives conducive to data collection and assessment.

The Vice Presidents of Student Affairs and Academic Affairs were charged with developing a Strategic Enrollment Management (SEM) Plan. A SEM Task Force, which included representation from student affairs and academic affairs, was formed to create a draft of this plan in summer 2013. In summer 2013 a focus group was held with the college community to share the first draft of the SEM Plan. In fall 2013, the college community was invited to attend a series of three additional focus groups. These open forums were well attended by a large cross section of the college community, including Faculty, Staff, Administrators and Students. Each had the opportunity to participate in enhancing and improving the original draft. Next, a new SEM Plan Task Force which includes college-wide representation was formed to move this plan forward.

To address the changing student enrollment patterns, as well as the current and future employment and educational needs of the region, this enrollment management plan has been designed as a dynamic document. This will help the College community address enrollment in a three-year period (AY 2013-14, AY 2014-15, AY 2015-16). The plan will be evaluated each year. This evaluation may result in a redefinition of the enrollment goals and objectives.

VISION

As a College of choice, Bergen Community College provides a comfort level that enables students of all abilities to mature as learners and engaged citizens. A leading community college in the nation, the college creates a stimulating, rigorous, and inclusive learning environment. Use of innovative technology enhances learning experiences and widens access to learning media. Community and business leaders value the college as a reliable partner and principal provider of workforce development. Bergen county residents of all ages and cultural backgrounds appreciate the college as the hub of their educational and cultural activities.

MISSION

Bergen Community College educates a diverse student population in a supportive and challenging academic environment that fosters civility and respect. The college offers a comprehensive set of accessible, affordable, high-quality credit and non-credit courses as well as degree and non-degree programs. Bergen provides life-long learning opportunities for all members of the community. The college responds to community needs through workforce training and continuing education, and by developing programs for employers.

VALUES

To fulfill the vision and mission of Bergen Community College, we are committed to:

- Integrity
- Student Success
- Academic and Institutional Excellence
- Lifelong Learning
- Respect
- Accountability
- Innovation

These core values will guide our daily endeavors.
Objectives:
1. Develop connections with key constituents:
   - High Schools
   - Businesses and industries
   - Faith-based organizations
   - Cultural organizations
2. Increase HS student opportunity for early:
   - Placement testing
   - Enrollment
   - Financial Aid
3. Enhance College Branding:
   - Increase efforts through public relations
   - Recruitment
4. Redesign recruitment initiatives to include:
   - Faculty
   - Adjuncts
5. Implement use of technology to effectively track prospective student status from the point of prospect, inquiry, application, testing and registration
6. Conduct Environmental Scanning to identify programs for development

Goal: Increase Recruitment efforts

Objectives:
1. Require new students to receive New Student orientation prior to registering
2. Eliminate late registration and institute “on-time Registration”
3. Develop an academic calendar with course start dates well in advance of registration
4. Conduct academic advising for all new students and assist students in developing a “pathway to graduation.”
5. Increase student success and completion by advising them to take additional courses each semester

Goal: Implement required activities that are proven to yield positive student success outcomes

Objectives:
1. Move towards making Success101 a required course
2. Expand the use of stackable credentials to create additional pathways to academic certificate and degrees for students
3. Develop and market programs that can be completed fully online
4. Streamline interdepartmental procedures and processes and remove barriers to support student success

Goal: Strengthen connections between credit and non-credit programs

Objectives:
1. Implement tracking systems to monitor enrollment of continuing and adult education students
2. Expand the use of stackable credentials to create additional pathways to academic certificate and degrees for students

Objectives:
1. Develop relationship with alumni organization and encourage their participation as ambassadors
2. Market new innovative programs to alumni

Goal: Cultivate relationship with College Alumni

Objectives:
1. Conduct graduation and transfer counseling and track post-graduation transfer rate
2. Develop student awareness of graduation goal through graduation committee activities
3. Conduct focus groups of graduating students to address factors that negatively and positively impact the overall college experience

Goal: Establish clear pathways to graduation and beyond

Objectives:
1. Implement faculty and staff training on non-cognitive factors impacting student success
2. Identify race/ethnicity achievement gaps and work towards eradicating those gaps

Goal: Engage Faculty and Staff in training and planning that accentuates the education of the “whole student”

Objectives:
1. Identify clear enrollment goals by majors and student cohorts; including F1, Athletes, EOF and NJ Stars
2. Implement a blended services model within a visible and integrated facility for one-stop student services

Goal: Set and attain enrollment targets

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