



2022-2026



los angeles
Pierce COLLEGE

PLAN FOR ENROLLMENT MANAGEMENT

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MISSION

Engage. Enrich. Empower.

Los Angeles Pierce College aims to make a positive impact in peoples' lives by providing quality, inclusive, and innovative academic, technical, and cultural educational opportunities. We are committed to providing caring, equitable services to help our diverse students as well as our local community achieve their goals and thrive in a rapidly changing world.

VALUES

- Racial Equity and Social Justice
- Quality
- Constant Growth
- Student Centered
- Student Engagement and Advocacy
- Friendly
- Collaborative
- Enrichment of Community
- Passion



LOS ANGELES PIERCE COLLEGE CERTIFICATION OF PLAN FOR ENROLLMENT MANAGEMENT APPROVAL

We certify that there was broad-based participation by the college community, and we believe the Plan for Enrollment Management accurately reflects the strategic priorities of the college.

Enrollment Management Committee (EMC) Co-Chair Date

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College Council Chair Date

Academic Senate President Date

Building and Trades Date

College Faculty Guild Chapter Chair, Local 1521 Date

College Staff Guild Chapter Chair, Local 1521A Date

SEIU Representative, Local 99 Date

Supervisory Employees Representative, Local 721 Date

Teamster Representative, Local 911 Date

College President Date



2022 - 2026

LOS ANGELES PIERCE COLLEGE PLAN FOR ENROLLMENT MANAGEMENT

OVERVIEW

The Plan for Enrollment Management (PEM) is updated according to the College's Integrated Planning Calendar, and therefore, the PEM is reviewed every four years. Like all College Plans, the PEM aligns with the Strategic Master Plan as well as illustrates goals that directly reflect the College's mission.

INTEGRATED PLANNING CYCLE

The Plan for Enrollment Management, as well as all other plans, is integrated with the Strategic Master Plan (SMP), which is aligned with the mission, and is part of a multiyear planning cycle.



PLAN FOR ENROLLMENT MANAGEMENT 2022-2026

LIFECYCLE: RECRUITMENT

Starts from the first point of contact to the point of admission to Los Angeles Pierce College

GOAL: Increase recruitment efforts for all potential students from the first point of contact to the point of admission to Los Angeles Pierce College

Link to SMP Goal: Theme I Goal 1, Theme III Goals 1 & 3, Theme IV Goals 4 & 5

Strategies	Actions	Responsible Party
Increase and improve high school outreach efforts to increase enrollment demand	<ul style="list-style-type: none"> • Plan and coordinate outreach visits • Increase presence at high schools • Establish database and information tracking • Develop outreach training procedures • Develop high school contact database • Develop an outreach calendar and annual timeline 	Outreach and Recruitment Dual Enrollment
Optimize recruitment efforts including special populations to increase enrollment demand and to close opportunity gaps	<ul style="list-style-type: none"> • Plan to develop a diverse and culturally responsive outreach and recruitment team • Develop best practices, develop a short training video for personnel engaged in recruitment, and have a checklist of suggested actions to implement. • Set-up a centralized location for all resource materials 	International Students Distance Education Adult Education Office & Noncredit PACE UMOJA Honors Transfer Center Athletics CalWORKs EOP&S Promise Program

LIFECYCLE: ONBOARDING

Starts from the point of acceptance to the completion of the first 24 units

GOAL: Develop an onboarding and communication plan to support timely completion of the matriculation process

Link to SMP Goal: Theme I Goals 2 & 4, Theme IV Goal 5

Strategies	Actions	Responsible Party
Targeted and timely communication between LAPC and students	<ul style="list-style-type: none"> • Evaluate and maintain the Communication Plan annually • Deliver consistent, timely and positive messaging to students regarding the onboarding process 	Student Services Academic Affairs Institutional Effectiveness CAP Communities Public Relations
Establish a regular review of <i>applicant-to-admit-to-enrollee</i> data	<ul style="list-style-type: none"> • Standing agenda item to review applicant data to identify and recruit applicants who did not enroll • Ensure communication to students are being sent out with regard to assessment, orientation and counseling status on a regular basis 	Institutional Effectiveness Admissions and Records
Ensure students are aware of their enrollment holds and how to resolve them	<ul style="list-style-type: none"> • Institutionalize Pierce Pop-Ups/Enrollment Event Strategies • Maintain a calendar of enrollment events around the life cycle of the student to ensure effective onboarding and retention of students • Communicate to students and let them know that they have holds/outstanding fees and how to resolve these issues 	Admissions and Records Counseling Financial Aid Business Office Outreach and Recruitment

<p>Enrich the student onboarding experience</p>	<ul style="list-style-type: none"> • Establish Welcome Center • Evaluate and improve onboarding process • Ensure we provide onboarding services in different modalities • Enhance customer service interfaces; consider timely responses and quality of experience • Create online orientation for different populations (high school, CTE, adult education, noncredit, transfer, and all special programs) • Improve website presence for new students to provide a simpler navigation tool; support programs and academic pathways • Collaborate with ASO for new onboarding videos and also promote campus events • Improve onboarding processes and communications within special programs and departments/divisions; establish a Share point/repository to house orientation videos • Increase the number of new student counseling groups for new incoming Spring semester students • Explore virtual tools and interactive maps for college tours • Revisit offering regularly scheduled in-person college tours • Re-evaluate and enhance current onboarding activities, such as Summer Bridge, #PierceSuccess, GO Days 	<p>Student Services Academic Affairs ASO CAP Communities International Students Distance Education Adult Education Office & Noncredit PACE UMOJA Honors Transfer Center Athletics CalWORKs EOP&S Promise Program</p>
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LIFECYCLE: PERSISTENCE

Continuous effort from semester to semester leading to completion

GOAL: Increase student persistence from semester to semester leading to completion of student educational goal

Link to SMP Goal: Theme I Goals 3 & 4, Theme III Goals 2 & 4

Strategies	Actions	Responsible Party
Reduce number of students who drop out due to academic reasons	<ul style="list-style-type: none"> • Encourage regular use of the Early Alert system and hold ongoing training workshops for faculty; ensure follow-up is regularly done (Revisit) 	Academic Affairs Department Chairs
Reduce number of students who drop out or who have transitioned to part-time status	<ul style="list-style-type: none"> • Establish retention and follow-up procedures and processes for students who have dropped out or are at-risk • Develop a regular report identifying non-persisting students and students who transitioned to part-time status • Based on the report, contact non-persisting and/or part time students with reminders of missed registration dates, holds and late start class opportunities. <ul style="list-style-type: none"> ◦ Utilize LACCD schedule registration timeline as a guide • Regularly review and analyze number of students who drop out or who have transitioned to part-time status at the Enrollment Management Committee Meeting 	Student Services Institutional Effectiveness Enrollment Management Committee
Ensure students are aware of their enrollment holds/outstanding fees and how to resolve them	<ul style="list-style-type: none"> • Develop a report identifying students with holds and fees; disseminate to responsible party • Schedule Pierce Pop-Ups (Enrollment One Stop) 	Institutional Effectiveness Admissions and Records Counseling Financial Aid Business Office Outreach and Recruitment

LIFECYCLE: COMPLETION

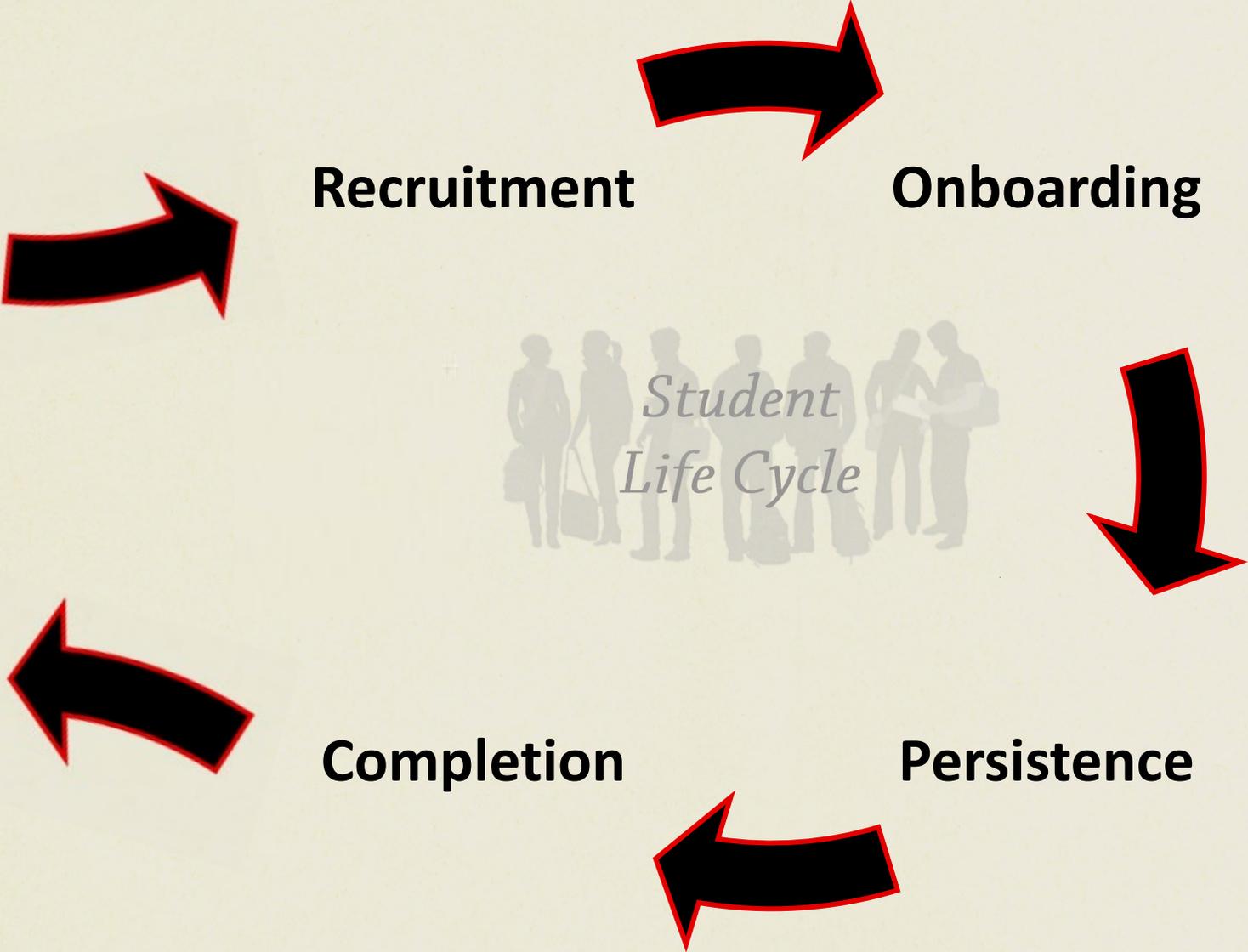
Educational goal completion

GOAL: Increase the number of students completing certificates, degrees, and transfer requirements

Link to SMP Goal: Theme I Goals 1, 3 & 4; Theme III Goal 2

Strategies	Actions	Responsible Party
Ensure course scheduling and access to student support programs allow for timely student completion	<ul style="list-style-type: none"> • Expand college awareness of available student services and support programs on campus • Increase the number of students who have updated Comprehensive Student Education Plans • Encourage all programs have a two-year scheduling plan • Utilize Degree Audit to determine demand for courses to achieve degree completion • Regular review of number of units students completed by the time they receive a degree/certificate • Contact undeclared/undecided students and encourage them to identify and update their major on file 	Student Services Counseling CAP Communities Department Chairs Academic Affairs
Attract new students through innovative programs	<ul style="list-style-type: none"> • Develop a baccalaureate degree program • Market and increase enrollment in enhanced noncredit programs • Review and develop stackable degrees, certificates of achievement and skills certificates based on existing courses 	President Academic Affairs Adult, Continuing and Community Education Department Chairs Academic Affairs Curriculum Committee
Develop a communication plan to ensure students file for certificates and degrees	<ul style="list-style-type: none"> • Once students complete 45 units, add graduation petition item in the To-Do List in PeopleSoft • Once students complete 30 units, send a reminder to review their educational plans with a counselor • Remind faculty of graduation petition deadlines • For programs that offer stackable degrees, certificates of achievement and skills certificates based on existing courses, once students complete 20 units, send a reminder to students to review their educational plans with a counselor 	LACCD SIS Counseling Graduation Office Department Chairs

STUDENT ENROLLMENT CYCLE





LOS ANGELES PIERCE COLLEGE A CALIFORNIA COMMUNITY COLLEGE

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