CHANDLER-GILBERT
COMMUNITY COLLEGE

A **MARICOPA** COMMUNITY COLLEGE
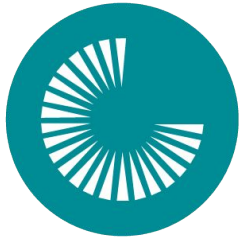
College SEM Plan
2024 - 2027

CSEM/SSEM Adopt and Add

This document is to illustrate how Chandler Gilbert Community Colleges (CGCC), College Strategic Enrollment Management (CSEM) Plan would adopt and add the MCCCD SSEM Strategies, SSEM College Goals, and SSEM College Activities. CGCC identified milestones to support each SSEM College Activity in their college level plan. CGCC also identified some additional strategies, goals, activities, and milestones to support college level strategic initiatives in the plan.

Plan Structure & Terminology

The Systemwide Strategic Enrollment Management (SSEM) Plan leverages the terminology used in the Maricopa Community College Strategic Plan, Excellence 2026. College SEM (CSEM) Plans should consider adopting a similar plan structure.

Strategies	The Big Picture
Goals	The What
Activities	The How
Milestones	Targets to Organize the Efforts
KPIs	To Track and Measure Success

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Strategy 1

Streamline the Experience
Student Ready Solutions for All

SSEM Goal 1: MCCCD attracts, recruits, engages, and enrolls more students.

College Goal 1: Increase annual new-to-Maricopa student enrollment (headcount) from 2,953 to 3,042 (+3%) by June 30, 2027.

SEM 1.1 Increase Educational Opportunities for Dual Enrolment Students during and after high school.

Activity 1.1.A.1: Increase the number of seniors who participate in Early College programs (ACE, HOL, DE) to attend CGCC to complete degree/certification/transfer classes by 15% in the next 3 years, increasing in increments of 5% each year to get to 15% in 3 years

> **Milestone 1.1.A.1.** Increase the number of underserved and underrepresented students who attend
> *Timeline: Ongoing starting Fall 24*

Activity 1.1.A.2: Engage Early College (ACE, HOL, DE) HS students who do not participate in any college after high school (Clearinghouse data) to attend CG within the 1st, 2nd and 3rd semester (Fall & Spring) before they become discontinued students (within three semesters).

> **Milestone 1.1.A.2.1** Increase the enrollment of former Early College students who did not go to college/university direct from high school by 3%.
> Timeline: Ongoing starting Fall 24

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Strategy 1

Streamline the Experience
Student Ready Solutions for All

SEM 1.2: **Meet the academic needs of post-traditional students**

Activity 1.2.A.1: Assess re-entry data to create new re-entry retention and outreach program
Milestone 1.1.A.1. Increase the number of post-traditional students (25+) by 3% each year.
Timeline: Ongoing starting Fall 24

SEM 1.3: **Review program and course offerings to increase enrollment**

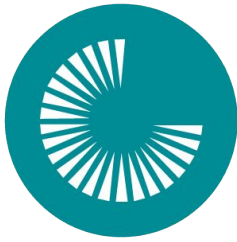**Activity 1.3.A.1:** Review programs to ensure alignment with market demand
Milestone 1.3.A.1.1 Identify program offerings attractive to re-entry students.
Timeline: Analysis Completed Spring 25; enrollment review annually at end of Spring

Activity 1.3.A.2: Review dual enrollment course offerings to ensure students are able to complete a degree or certificate as a dual enrollment student
Milestone 1.3.A.2.1 Map course offerings at partner high schools where students are able to complete a degree or certificate.
Timeline: Analysis Completed Spring 25; enrollment review end of Spring (annually)

Strategy 2

Optimize Student Success
Remove Barriers

SSEM Goal 2: MCCCD retains and supports students to reach their academic, personal, and/ or professional goals.

College Goal 2: Increase annual retention rates from 52% to 55% (+3% points)by June 30, 2027.

SEM 2.1: Increase student engagement with faculty and staff before the 5th week of classes

Activity 2.1.A.1: Increase strategic outreach (via FOI specific outreach in canvas and events) to increase student engagement

Milestone 2.2.A.1.1 Increase faculty meaningful communication with students

Activity 2.1.A.2: Develop and implement a student milestone communication plan to acknowledge and promote retention and completion.
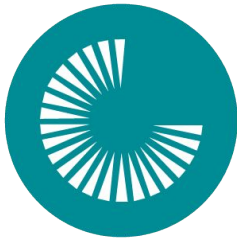
Milestone 2.2.A.1.2 Increase faculty meaningful communication with students

SEM 2.2: Increase early alert detection for student success by faculty and staff input

Activity 2.2.A.1 : Increase Symplicity CARE reports of student support and student basic needs to engage student resources to help retain students

Milestone 2.2.A.1.1 Increase faculty & staff use of CARE reports for student support and use of Basic Needs Resources

Timeline: In progress Milestone: 2 divisions/department workshops per semester

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Strategy 2

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SSEM Goal 2: MCCCD retains and supports students to reach their academic, personal, and/ or professional goals. **College Goal 2:** Increase annual retention rates from 52% to 55% (+3% points)by June 30, 2027.

SEM 2.2: Increase early alert detection for student success by faculty and staff input

Activity 2.2.A.2: Increase Dropout Detective use in Gateway FOI courses.
Milestone 2.2.A.2.1 Increase pilot course usage. Adopt Dropout Detective use in Gateway FOI courses Timeline: Fall 25-identification of potential course additions, implementation Fall

SEM 2.3: Develop a strategic schedule to ensure successful completion of pathway programs.

Activity 2.3.A.1: Implementation of Ad Astra scheduling system
Milestone 2.3.A.1.1 Establish a strategic scheduling task force and participate in early adoption activities in Fall 2024/Spring 2025
Milestone 2.3.A.1.2 Develop a recurring process for conducting annual review of the academic schedule compared to pathways CGCC students are enrolled in and what CGCC offerings are (as listed on the website, catalog, etc) by Fall 2025
Milestone 2.3.A.1.3 Increase successful and on-time completion of program of study
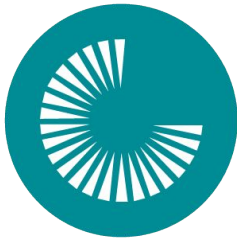
Strategy 3

Committed to Completion
Mission Accomplished

SEM Goal 3: MCCCD graduates and transfers more students.

College Goal 3.1: Increase annual graduation/transfer rates from 23% to 26% (+3% points) by June 30, 2027.

College SEM Goal 3.0.A: **Increase certificate and degree completion by 3% points by June 30, 2027 while decreasing equity gaps**

> **Milestone 3.0.A.1** Increase the number of students who transfer with an Associate Degree by targeting students who have completed 30+ credits toward their associate degrees or at least 15 credits towards a certificate in support of proactive graduation audits and confirmation of graduation requirements
>
> **Milestone 3.0.A.2** Develop structures and processes to Implement reverse transfer graduation policy.
>
> **Milestone 3.0.A.3** Implement administrative/automatic graduation policy and practices.
>
> **Milestone 3.0.A.4** Implement outreach to celebrate student momentum on pathways; semester or credit attainment, GPA, on track for graduation
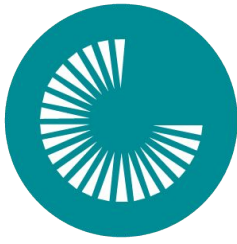
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SEM Goal 3: MCCCD graduates and transfers more students.
College Goal 3.1: Increase annual graduation/transfer rates from 23% to 26% (+3% points) by June 30, 2027.

College SEM Goal 3.1: Increase student financial resource awareness

Activity 3.1.A.1 : Increase FAFSA completion for all underrepresented groups for seniors through FAFSA night programs

Milestone 3.1.A.1.1 Outreach to Title V students via events and messaging

Milestone 3.1.A.1.2 Deploy robust annual FAFSA workshop marketing campaigns tailored to audience profile/needs through culturally responsive engagement practices for increased diverse participation

Milestone 3.1.A.1.3 Enhance individualized file verification assistance for first-time FAFSA applicants

Milestone 3.1.A.1.4 Increase tailored and targeted proactive messaging to underrepresented student populations regarding information and events pertaining to student financial aid processes: FAFSA, priority application deadlines, scholarship opportunities, student loan management, SAP eligibility

Milestone 3.1.A.1.5 Provide financial wellness/literacy events

Milestone 3.1.A.1.7 Make accessible to faculty and staff living-document containing student financial resource information, including emergency aid for improved referral and advocacy. (move to action plan)
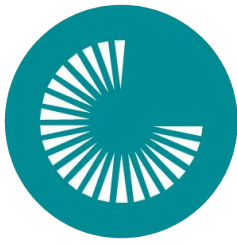
Strategy 3

Committed to Completion
Mission Accomplished

College SEM Goal 3.1: Increase student financial resource awareness

Activity 3.1.B.1 : Provide additional financial resources to underrepresented students

Milestone 3.1.B.1.1. Identification of students who would benefit from additional financial resources such as completion grants, emergency aid, targeted scholarships

Identification of ongoing unrestricted funding resources for emergency aid and establishing criteria for awarding. Development of outreach awareness of emergency aid resources for students

Timeframe: Spring 25 Enrollment cycle

Milestone 3.1.B.1.2 Provide scholarships to near-completion students (last 15-20 credits?) and qualifying stop outs with documented financial obstacles preventing educational goal attainment

Milestone 3.1.B.1.3 Increase emergency aid grants ranging from $500 to $1000 dollars due to unexpected household economic changes

Milestone 3.1.B.1.4 Expand non-loan financial assistance for neediest degree/certificate seeking students

College SEM Goal 3.2: Increase student sense of belonging through intentional outreach from faculty and staff

Activity 3.2.A.1 : Design college and classroom activities to create sense of belonging

Milestone 3.2.A.1.1 Increase student participation in campus activities, internships, service learning, FOI events, etc.

Activity 3.2.B.1 : Bolster students' sense of belonging and representation through programming and faculty engagement practices

Milestone 3.2.B.1.1 Target first-year low income and ethnically underrepresented students with intentional high-touch onboarding and pro-active transition and monitoring services using a caseload approach designed to help at-risk populations better integrate into the college and prevent dropouts.

Milestone 3.2.B.1.2 Based on students' interests and needs, increase the type and number of campus activities (i.e., student organizations, multicultural and cocurricular, eSports learning lab, service learning, FOI events e), student participation, and outcomes assessment.
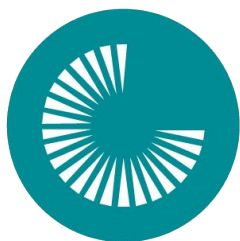
Strategy 3

Committed to Completion
Mission Accomplished

College SEM Goal 3.3: Create and implement a plan to support institutional capacity as Hispanic Serving Institutions (HSIs), utilizing the Excelencia in Education Seal of Excelencia framework to align data, practice, and leadership to intentionally advance and accelerate Latino, and all, student success

Activity 3.3.A.1 : Implement and achieve 1-3 goals of the Title V grant
Milestone 3.3.A.1 Utilize Excelencia Framework to close equity gaps

Activity 3.3.B.1 : Obtain the *Seal of Excelencia* national certification by demonstrating through data, evidence-based practices and leadership that CGCC is intentionally serving Latino students and reducing equity gaps with the objective of expanding to other cohorts in building institutional capacity by 2027
Milestone 3.1.B.1.1 Embark in comprehensive institutional ongoing self-assessment of data, practices, programs, leadership recruitment/retention, and campus culture conducive to intentionally transforming the college into an environment where Latino and underrepresented students thrive.
Milestone 3.1.B.1.2 Build and expand evidence-based retention and completion practices and programs that significantly impact Latino student success.
Milestone 3.3.B.1.3 Identify Latino student equity gaps in academic program enrollment and completion; design and implement approaches to decrease equity gaps
Milestone 3.3.B.1.4 Bolster Latino students' sense of belonging and representation through programming and faculty engagement
Milestone 3.3.B.1.5 Expand financial resources through the Title V $200K endowment to effectively address emerging needs of and opportunities for ethnically underrepresented students, particularly Hispanic/Latino students.