

The Enrollment Planning Committee at De Anza College
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The enrollment planning committee at De Anza College is charged with coordinating long term enrollment initiatives.

To be successful in this role the committee will develop and refine annually an enrollment plan which outlines institutional direction and priorities for achieving strategic enrollment objectives such as total enrollment growth and growth in underserved populations.

The work of the enrollment planning committee will be used to guide operational teams focusing on marketing, outreach, financial aid, scheduling, course planning, curriculum development etc..

The enrollment plan should outline long term strategies and include:

- a. Assumptions of environmental trends that may impact the College's ability to meet enrollment objectives
- b. Institutional priorities for attracting and retaining students
- c. A proposal for a new structure to accommodate enrollment planning/management decision-making
- d. Recommendations on resources that might be applied to strategic enrollment initiatives
- e. An outline of accountability measures to track the effectiveness of enrollment initiatives