Title of SEM Project: **GP (+SEM)**  
College: Madera Community College (Center)  
Submitted by: Marie Harris, Vice President of Student Services and Elizabeth Villalobos, Sr. Research and Planning Analyst  
Website: [https://www.maderacenter.com/index.html](https://www.maderacenter.com/index.html)  
Location: Madera, CA  
Structure: Multi-college district

**BACKGROUND & PURPOSE**

As we transition from a center to a college, the campus must leverage resources and build practices and strategies that work together and not in silos. The accreditation journey sparked the need for Madera Community College (MCC) Strategic Enrollment Management (SEM) project. Increase their understanding of enrollment data available through the State Center Community College District and will learn new tools for analyzing and incorporating these data in enrollment management strategies. The project focused on four key components as the College moves into accreditation:

1. Assess various SEM strategies for relevance and applicability in the context of a new college formed in the GP framework.
2. Develop goals for enrollment and completion for our emerging college that will enhance student success and financial viability upon initial accreditation, anticipated to occur in spring, 2020.
3. Develop a strategic enrollment management plan within the framework of GP that includes critical elements of outreach, retention, and completion.
4. In order to achieve these key components, MCC merged Guided Pathways GP (+SEM) to leverage GP activities with SEM strategies.

GP and SEM for that matter, are not inherently equitized frameworks. With a focus on equity, the college’s SEM aims to increase awareness and access for disproportionately impacted students to complete their educational goals while fostering an institutional culture that is data savvy, collaborative, and reflective.

**PROCESS & PROCEDURES**

The GP team facilitates bi-monthly meetings for 2 hours per meeting to discuss, plan and implement projects and initiatives that serve GP projects and SEM. Representation from instructional faculty (FT and adjunct), counseling, classified professionals, deans (administration), and Financial Aid. Budget has been supported using IEPI funds. The GP team is also part of the GP committee. The GP committee is comprised of four subcommittees. One of the subcommittees focuses on SEM.
Integration is sustained via our foundation. As we move forward as a GP institution integrated SEM strategies are part of the GP framework. The GP framework is embedded in our college planning and the center of our educational master plan (EMP).

**OUTCOMES & EFFECTIVENESS**
SEM outcomes are specifically tied to the following metrics, within our Institution Set Standards (ISS):

<table>
<thead>
<tr>
<th>Madera Community College Center Institution-Set Standards for Student Access &amp; Achievement</th>
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<tbody>
<tr>
<td><strong>MADERA COMMUNITY COLLEGE VISION:</strong> Madera Community College builds effective partnerships, strengthens communities, and transforms lives.</td>
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<tr>
<td><strong>Access to Employment &amp; Furthering Education</strong></td>
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<tr>
<td>1.1 Unduplicated Headcount</td>
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<tr>
<td>1.2 Feeder District Enrollment (Fall, First-time, excludes Dual)</td>
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<table>
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<tr>
<th>Entering College &amp; Choosing a Pathway</th>
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<td>2.1 Students Enrolled Full-time, 12+ (Fall, Ed Goal Specific, excludes Dual)</td>
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<td>2.2 FTES</td>
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<tr>
<td>2.3 Enrollment (seats)</td>
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<tr>
<td>2.4 Completed orientation (first time incoming)</td>
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*Opening Day/Convocation is allocated to review what we have accomplished within each metric.*

**Triggers:** Findings will be detailed numerically as well as in the following manner for all metrics in the ISS, which can be found here: [https://www.maderacenter.com/about/mccc-accreditation/mccc-iss.html](https://www.maderacenter.com/about/mccc-accreditation/mccc-iss.html)

**Monitoring:** Identifying metrics that did not meet academic year goal and discuss relevant actions steps to meet and/or exceed the metric for the following academic year.
BENEFITS

- Finalized our four guided pathways.
- Designed teams = subcommittees.
- EMP has embedded language for First Year Enrollment. Conversations to scale up (First Year Experience) FYE and a Welcome Center. A central hub for new and continuing students to gather. New students can apply for the college, financial aid, receive campus tours and receive other forms of information. Ideally the Welcome Center will also be a hub for continuing students as well, therefore offering a student space for student activities and events, planned and executed by Campus Life/Associated Student Government (ASG). ASG would ideally be housed there for official business and activity coordination.
- Stepping into data literacy; beginning data enrollment, “Student Journey” and Mountain Lion Tracks (monthly newsletter).
- College Hour activities that educate the campus and build on GP + SEM work.
- GP Coordinators, allowing for faculty to facilitate GP + SEM work.

LESSONS LEARNED

Transition in administration, moving away from Reedley College and streamlining committee structures, was an early challenge, but a benefit. The project got a late start but we were able to reconvene and get back on track. Adding and expanding campus personnel and committee membership created a misstep, but momentum came we were able to create an efficient SEM process and meaningful objectives.

The ability to be inclusive has served this committee well, various constituents represented in the committee. Development of committee structure and student focused.

NEXT STEPS

Student Experience:
- Expand First Year Experience (FYE)
- Welcome Center
- Integrate SEM into instruction and student supportive programs and services

Data:
- Disaggregate data more deeply for equitable outcomes
- Data literacy & Data Coach Strategy

Process/Procedure:
- Work on a COA for the subcommittee
- As MCCC becomes MCC, build in more advisories, community context.
Future Planning:

- Oakhurst, as building is completed, which programs/areas can be built on to better serve the community.
- Increase FTES
- Efficient use of resources