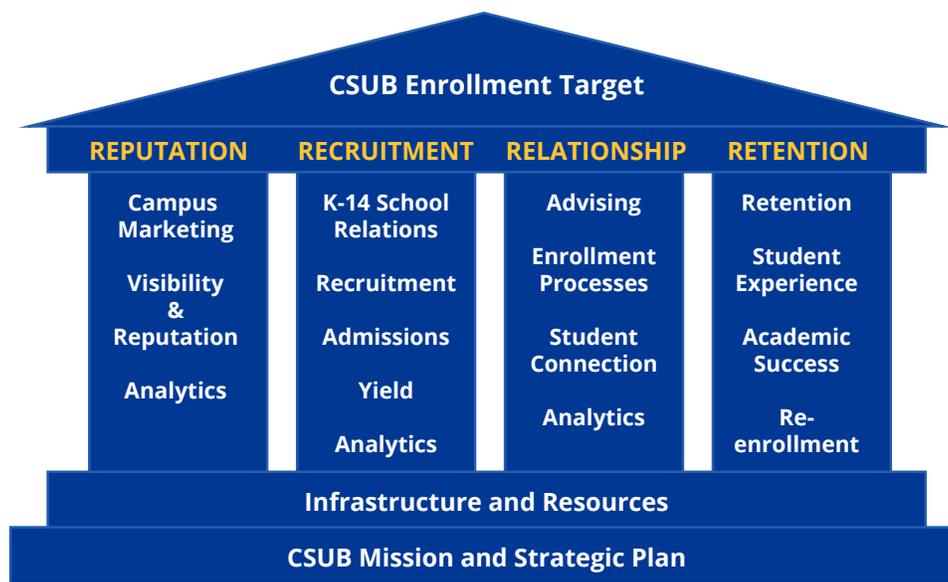




# Four Pillars of Strategic Enrollment Management

## CSUB/CSUB ANTELOPE VALLEY CAMPUSWIDE S.E.M. MASTER PLAN

*Purpose: To engage the campus community to meet our enrollment target*



### Reputation - Campus Marketing and Visibility

- Run Promotional advertisements on television and in local movie theaters
- Push advertisements on social media platforms
- Print advertisements in transportation venues (airport, bus wraps, benches)
- Continue media relations to promote campus on local news

### Recruitment - K-14 School Relations, Admissions, and Yield

- Enhance relationships with school districts and school contacts
- Increase CSUB presence on school campuses (CSUB staff, students, and faculty)
- Establish and maintain ongoing communication with prospective students (CRM)
- Increase campus preference through campus tours, receptions, and yield events

### Relationship - Advising, Enrollment Processes, and Student Connection

- Review and revise advising processes for incoming students
- Review, revise, and streamline the class registration process for students
- Review and enhance process for connecting new students to resources and services
- Increase campus efforts to regularly reach out to first-year students to ensure their well-being

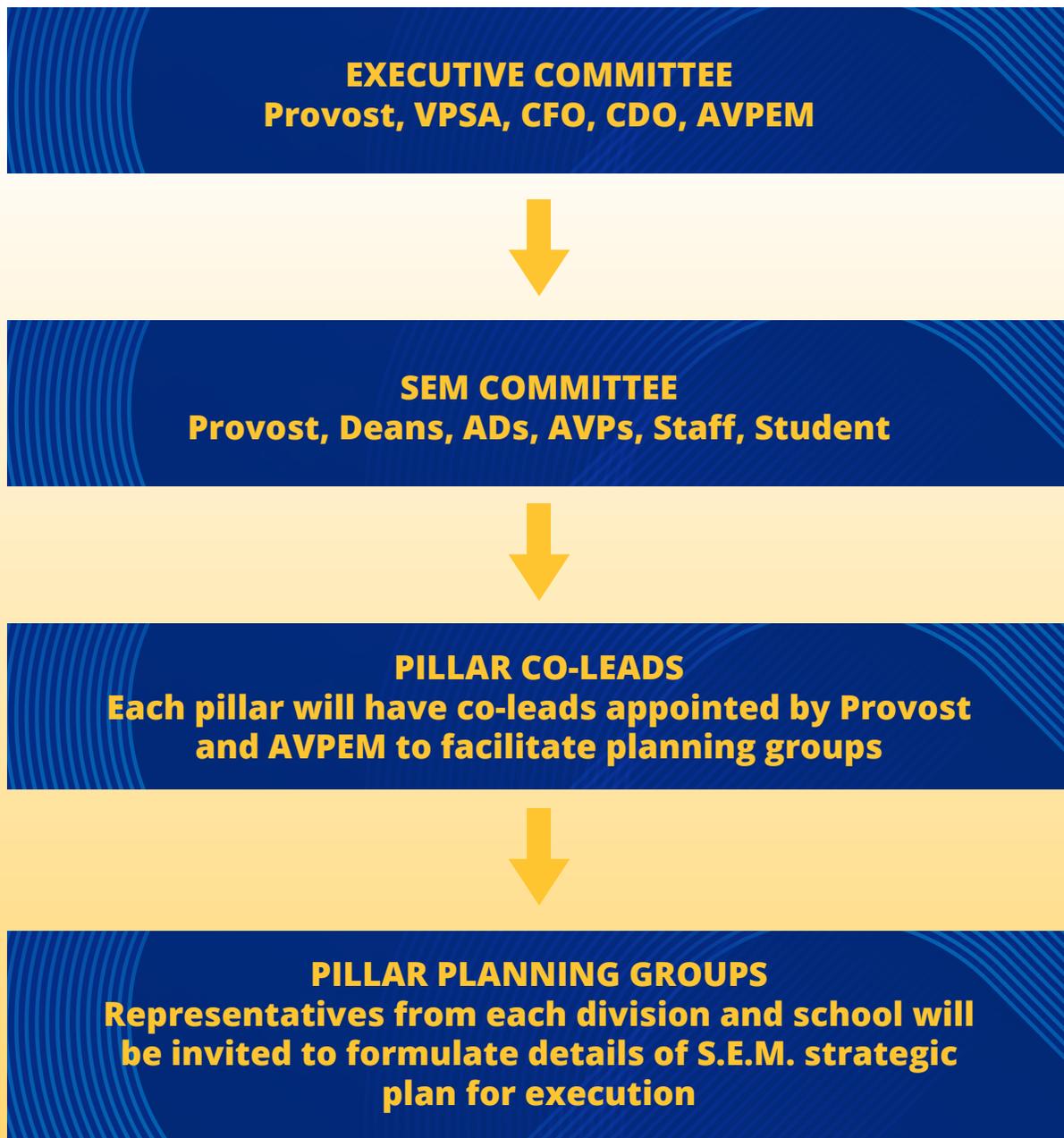
### Retention - Student Experience and Re-enrollment

- Intentionally provide quality facilities and experiences for students
- Ensure all faculty and staff understand the purpose of providing environments of belonging
- Establish end-of-semester “re-recruitment” process to encourage current students to reenroll
- Engage in strategic reenrollment efforts to encourage former students to return to CSUB



# CSUB/CSUB AV Campuswide S.E.M. Master Plan Oversight Structure

*The following structure will be used to establish, oversee, and execute the campus S.E.M. Master Plan:*





# CSUB/CSUB AV Campuswide S.E.M. Master Plan Pillar Group Themes and Strategies

## Pillar 1 – Reputation

Planning Group: **Dr. Dwayne Cantrell, James Burger**, Christina An (Student), Dr. Di Wu, Sarah Hendrick, Chris Benham, Justin Salters (Founder and President of Hey Salty public relations firm)

### Themes:

- What is the reputation of CSUB in the community?
- What is the visibility of CSUB in the community?
- Why do students and families choose CSUB (or not)?

### Strategies:

Marketing Goal: CSUB will achieve a five percent growth in overall enrollment in next two years by using targeted marketing efforts

- Partner with a professional firm to conduct a community reputation analysis of CSUB and CSUB AV
- Establish and execute a strategic marketing plan for prospective students and families
- Increase CSUB and CSUB AV visibility in their respective communities via media ads, billboards, bus wraps, clothing, and souvenirs in local stores, etc.
- Establish clear recruitment messages for CSUB and CSUB AV on the value and uniqueness of CSUB

## Pillar 2 – Recruitment

Planning Group: **Dr. James Rodriguez, Dr. Bre Evans Santiago**, Dr. Stacy Schmidt (Director of Teacher Credentialing CSUB AV Campus), Deborah Frazier (CSUB AV Campus), Sanea Mughrabi (Student), Lorenzo Tafolla, Kiersten Webb (KCSOS Director of College and Career Programs), Kimberly Graham (KCSOS Executive Director of K-16 Collaborative)

### Themes:

- Assessment of how we reach and communicate with prospective students about attending CSUB
- Dual enrollment awareness
- CSUB AV campus awareness
- Awareness of various pathways (Law, Education, Health)

### Action Items:

- Engage with students in earlier grades (Early Outreach) including the development of an AV high school to AVC to CSUB AV pipeline
- Get more prospective students and families on campus via campus tours, sporting events, science demonstrations
- Increase relationships with high school and community college counselors (Kern County and Antelope Valley)

- Increase awareness of CSUB AV campus through receptions, activities, events, etc.
- Recruit more students to CSUB AV in BPA and Accounting
- Increase parent/parent-figure engagement and involvement (parent-specific communications, parent website, invitations to campus events, etc.)

### **Pillar 3 – Relationship (Student Connection/Engagement)**

Planning Group: **Dr. Debra Jackson, Ilaria Pesco**, Dr. Angel Vazquez-Ramos, Daisy Alamillo (Student), Crystal Montoya, Andrew Dickenson, Kris Grappendorf, Erica Delamar, Dr. Debbie Boschini (Parent), Erin Pruitt (ASI), Amy Smith (Exec. Dir. Bakersfield Museum of Art)

#### **Themes:**

- Review of current events/activities for engaging students (ie. Future ‘Runner Day, Orientation, First Year Seminar, Advising, summer bridge programs, etc.)
- Review of eight dimensions of student well-being (emotional, social, spiritual, environmental, financial, occupational, physical, intellectual)
- Improve access to degree roadmaps and experiences with academic advising
- Increase parent engagement and involvement

#### **Action Items:**

- Improve parent engagement (see Pillar 2 action items)
- Enhance “One stop shop/s” on campus for students to receive important information
- Create and monitor CSUB AV communications distinct from main campus
- Improve Academic Advising by enhancing appointment processes, encouraging consistency of student experiences, and maximizing the functionality of RunnerConnect to engage and support students
- Enhance degree roadmaps for students and develop an academic requirements section on myCSUB that automatically goes to Degree Audit
- Continue to increase student engagement through events, athletics, activities, clubs, and organizations, etc.

### **Pillar 4 – Retention**

Planning Group: **Dr. Jane Dong, Heather Macaulay**, Dr. Rhonda Dugan, Dr. Charles Lam, Kristyn Delamar (Student), Veronica Catalan, Ashley Scott, Emily Poole Callahan, Tom Van Matre (Director of Development at KCSOS)

#### **Themes:**

- Increase parent awareness and engagement (See Pillars 2 and 3)
- Enhance “re-recruitment” and reenrollment efforts
- Assess and increase financial support for students
- Foster students’ sense of belonging
- Review continued impacts of pandemic on students/families

#### **Action Items:**

- Increase parent engagement/awareness of campus opportunities (See Pillar 2)
- Increase campus collaboration to build upon existing efforts to enhance student experience coherently (alignment, coordination)
- Explore peer and alumni mentoring efforts to increase student connection and development
- Explore enhancement of student survey processes to hear students’ voices and address students’ needs