

DeAnza College



**Strategic Enrollment Management (SEM)
Academy Application
College Council Update, February 20, 2025**

Purpose

An initiative of the CCCCO, the 2025-26 cohort will include a college team of 10 people from faculty, staff, and administrators. The purpose of the team is to:

- **Apply** a holistic approach to SEM that emphasizes retention and completion along the student journey.
- **Examine** and utilize data to inform SEM strategies.
- **Engage** with peer colleges to explore and implement promising practices.
- **Develop and launch** a tailored SEM project at their college.
- **Collaborate** with a designated team of coaches for guidance and support throughout the program.
- **Access** a wide range of resources through the CCCCO's Vision Resource Center.

Our Proposal

Title: Strategic Enrollment Management and Outreach Plan to Increase Enrollment of Disproportionately Impacted Students

Focus: Integrate the following activities into an overarching Strategic Enrollment Management Plan:

1. **Early engagement** through middle school and high school partnerships and pathways
2. **Continued outreach** to geographical locations with historically low college-going rates
3. Outreach to pockets of potential **enrollment growth**, including adult learners.

Early Engagement

Access

- Create a **middle school to college** pathways program
- Expand access to and enrollment in **summer bridge**
- **Expand dual enrollment** in area high schools
- Develop **partnerships with foster youth organizations** to ensure a safe handoff

Clear Pathways

- **Develop clear dual enrollment pathways by major** at the high schools
- Develop **partnerships with local high schools** based on a student's interest/major and recruit them into the **guided pathways villages** that best align to their village

Outreach Office

- **High school events**, conferences for high school and middle school students, and host parent events
- **High school visits** take place in high schools beyond our service area with low college-going rates

Office of Communications

- **Market** in areas with **low college-going rates**
- **Marketing campaign to middle schools and high schools** that De Anza is a good option for associate degree and transfer

Integration and support

- Ensure this student population is **integrated into all strategic planning** implementation strategies
- Ensure this student population is **supported once enrolled through basic needs** assistance including food and housing assistance and mental health support
- **Work with existing programs** such as Puentes, Men of Color, Umoja, and Latinx Empowerment at De Anza to recruit students into the programs with support from the onset

Enrollment Growth

- Expand **adult education** through noncredit programs
- Expand **noncredit** certificate programs
- Create **short-term courses**
- Expand **relationships and partnerships** with agencies that support **formerly incarcerated populations**

Current Team

Erik Woodbury, Faculty and Academic Senate

Lydia Hearn, Administration and Instruction

Laureen Balducci, Administration and Counseling

Mallory Newell, Classified Staff and Institutional Research

Marisa Spatafore, Administration, Marketing, External Relations

Thomas Ray, Administrator and Adult Ed

Patty Guitron, Counseling and Guided Pathways

Nazy Galoyan, Administrator, Dual Enrollment and Outreach

Stacey Carrasco, Classified Staff and Outreach

Randy Bryant, Administration and Career Technical Education and Adult Ed

Thank you!

Questions?