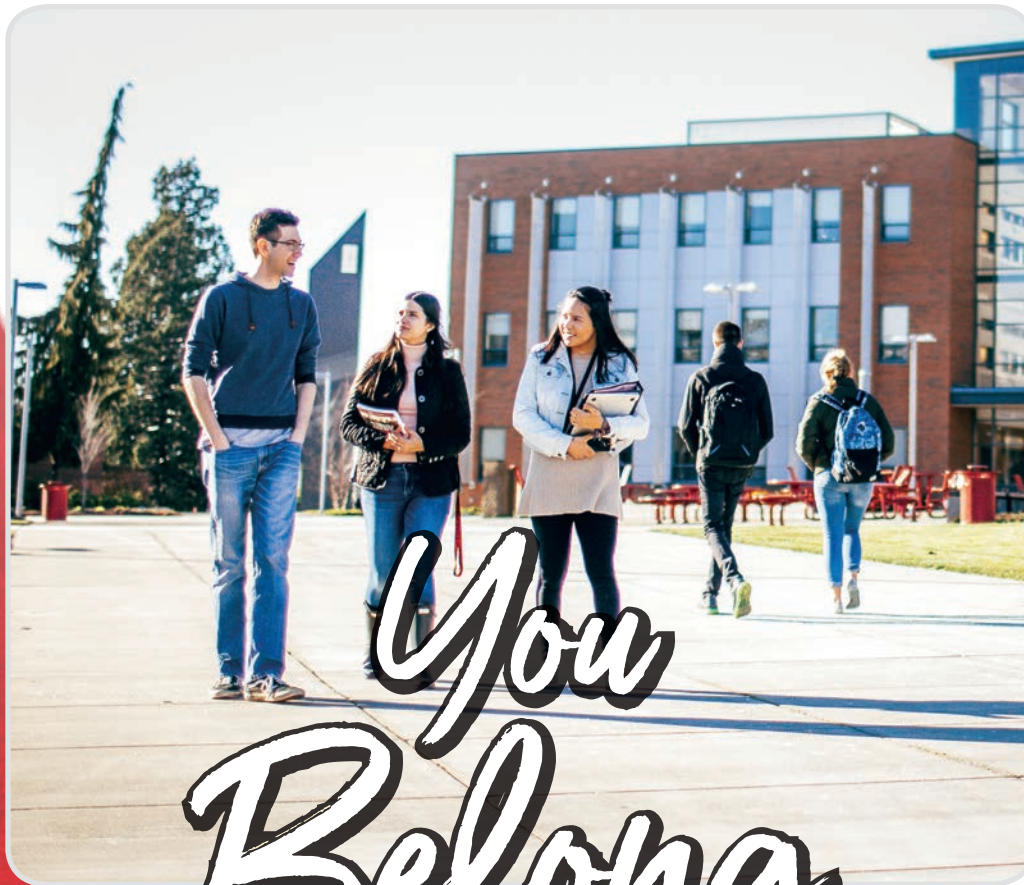


2019-2026 STRATEGIC ENROLLMENT MANAGEMENT PLAN



*You
Belong
Here!*

Strategic Enrollment Management Plan Vision

The primary goal of our Strategic Enrollment Management Plan at Skagit Valley College is to meet or exceed enrollment targets for all student populations.

The College's Mission, Vision, Guiding Principles, and Core Themes guide this effort. The College's commitment to equitable student outcomes in access, achievement, and community plays a critical role in planning and implementing our strategic enrollment planning process. The effort includes the following components: research, marketing, recruitment, instructional programming, and student progression and completion.



Strategic Enrollment Management Assumptions

- High quality programs, instruction, and services are required for effective Strategic Enrollment Management (SEM). Such programs attract and retain students.
- SEM includes a restructuring and refocusing of existing resources toward the SEM Plan priorities and does not rely solely on finding additional sources of funding.
- SEM is a long-term effort that integrates research, marketing, instructional and program development, and student progress and completion.

Strategic Enrollment Management Priorities

- 1.** Increase retention and completion through SVC's Student Achievement Strategies:
 - Improve transition rates of Basic Education for Adults students to degree-seeking programs.
 - Improve the conversion rates within the intake process.
 - Improve transition rates from developmental to college-level classes.
 - Improve first quarter and fall-to-fall retention rates by expanding high impact practices and increasing a sense of belonging.
- 2.** Develop pathways with K-12 partners:
 - Increase enrollment among recent high school graduates.
 - Increase enrollment in dual credit programs.
 - Increase transition rates of dual credit students.
- 3.** Develop focused recruitment for the following populations:
 - LatinX students.
 - 25-44 year-old students who have not earned a high school or college degree.
- 4.** Increase equitable pathways to high wage employment:
 - Expand current high demand programs.
 - Increase high demand and high wage program offerings.
 - Increase Bachelor of Applied Science offerings.

2018 Environmental Scan Summary

The District's population is expected to grow modestly (6.3%) over the next seven years, with the largest growth occurring in Skagit County. Island and San Juan counties are predicted to grow between 2% to 3% over the same period.

- 1.** The District has a low unemployment rate, however, many jobs in the area pay a low wage. Currently, nearly 47% of Skagit residents are traveling outside the county for work. *Opportunities exist to build enrollment by offering students additional pathways to college programs that lead to higher wage employment closer to home.*
- 2.** Compared to Washington state, educational attainment in the District is below average in terms of earning a bachelor's degree. This is particularly true for residents between the ages of 25 and 44. Only 15% of Skagit residents and 17% of Island residents have a bachelor's degree or higher, compared to a state average of 28%. *Opportunities exist to build enrollment by offering additional BAS degrees.*
- 3.** Eleven percent of Skagit residents over the age of 25 do not have a high school degree, while 28% of residents over the age of 25 have some college with no degree. Forty-three percent of the LatinX population over the age of 25 do not have a high school diploma or other credential. *Opportunities exist to build enrollment through focused recruitment of 25- to 44-year-olds who have not earned a high school or college degree.*
- 4.** The LatinX growth rate in Skagit County is slowing. While there is a growing LatinX population in middle school, the number of LatinX students is decreasing in elementary school. *While slowing, the growth of the LatinX community—especially in K-12—provides opportunities for SVC to serve our community.*
- 5.** By 2023, LatinX will make up 22% of the population between the ages of 15 to 64. *Opportunities exist to build enrollment through focused recruitment of the LatinX population, especially within the local high schools.*
- 6.** While the number of high school graduates remain stable, fewer graduates are attending college. Of those going to college, more are attending four-year colleges. *Opportunities exist to build enrollment by developing enhanced pathways with local K-12 partners.*