<p style="text-align:center"><strong style="color:red">DRAFT
Business, Design & Workforce Division
Enrollment Management Plan for Cañada College's CBOT Program
February 2017</p>

Declining enrollments and course cancellations make it difficult for students to complete Computer Business Office Technology (CBOT) degrees and certificates. Faculty leaders, the dean of business, design & workforce, and the director of workforce development have developed an enrollment management plan to support the growth and currency of this program. This plan addresses labor market data, curriculum development, marketing and outreach, communication with counselors, advisory board and community partnerships, internship development, and strategic scheduling informed by budget and resource allocation.

Plan Components:

1.) Merge CBOT, Business and Accounting programs under the Meta major: **Business, Accounting and Technology.** (BAT)
2.) Use **labor market and enrollment data** to identify gaps in the market and respond to student needs by designing purposeful educational and career certificates and degrees.
3.) Designate a faculty led **curriculum sub-committee** to streamline, integrate and develop new certificates and degrees. (Three faculty have offered to serve. BUS, ACTG and CBOT will keep their course prefixes at this time.)
4.) Establish a **marketing sub-committee** to design and disseminate informative marketing collateral. (The faculty, the director of workforce development and the program services coordinator will serve on this sub-committee. This committee will work closely with the college's marketing department to ensure compliance with college marketing guidelines.)
5.) Communicate with **counselors** about the program's current and future direction.
6.) Work with the dean and the college **budget office** to ensure that CBOT faculty schedule planning is informed by budget and resource allocations.
7.) Actively engage with **students, advisory board members and external partners** to remain current with changing academic and career demands.
8.) Grow **internship opportunities** for students in the BAT program
9.) Do long term **schedule planning** that integrates CBOT, BUS and ACTG courses at the Cañada and Menlo Park campuses. Ensure access and relevance for Cañada College, JobTrain and adult school students.