Educational Master Plan (EMP) & Strategic Enrollment Management (SEM) Plan Alignment

As of January 23, 2023

What is the difference between the EMP and the SEM?

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The purpose of the EMP is to:

- articulate the College's overall mission, vision, values as well as its academic goals and how those goals will be met.

- serve as the Strategic Plan for the college to guide planning, decision-making, and resource allocation.

What is the difference between the EMP and the SEM?

The purpose of SEM is to:

- Establish comprehensive student enrollment goals that are aligned with the college's mission, and core plans;

- Promote student success by improving access, engagement, persistence, and completion of program pathways;

- Ensure fiscal stability and viability by optimizing enrollments and integrating SEM into the college financial planning, budgeting, and allocation processes;

- Offer quality and relevant programs with clear educational pathways, course offerings, and appropriate student support;

- Implement strategies that lead to equitable access and outcomes;

- Create a data-rich environment to inform decisions and evaluate strategies;

- Design and implement communications and marketing with internal and external stakeholders to increase understanding of SEM and to meet SEM goals; and,

- Increase collaboration among departments across the campus to support the enrollment management program.

Source: CCCCO IEPI "Roadmap for SEM Planning and Resource Guide."

Education Master Plan: 2022-27

		Year 1 2022-23	Year 2 2023-24	Year 3 2024-25	Year 4 2025-26	Year 5 2026-27

Strategic Enrollment Management Plan: 2020-23

Year 1 2020-21	Year 2 2021-22	Year 3 2022-23

College Committee Plans

- Equity Plan
- Honors Transfer Program Plan
- Environmental Sustainability Plan
- Online Education Plan
- Professional Development Plan
- Safety Plan
- Technology Plan

Committee plans operationalize and help monitor the implementation of the goals and strategic initiatives established in the EMP and SEM by topic

Cañada College

Strategic Planning Calendar 2022-27

2020-21 Annual Plan (EMP Priorities)	2021-22 Annual Plan (EMP Priorities)	2022-23 Annual Plan (EMP Priorities)

← Where we are now

EMP Objectives

Make registration easier

Connect students to the academic program(s) and classes they need

Ensure students (particularly part-time students) experience a sense of belonging and connection to the College that helps them persist and complete

Improve the financial stability of students

Support innovative teaching that creates more equitable and antiracist learning environments

Create and sustain an inclusive, antiracist, and equity-minded campus culture

Strengthen the college culture of continuous assessment and improvement in order to ensure all programs effectively serve students and close equity gaps

Better share what Cañada offers

Be the best college choice for local high school students

Strengthen K-16 pathways and transfer

Help students explore and find employment in fields of their choice

Help meet the basic needs of Cañada students and other community members

Ensure the physical campus is accessible

Provide adequate access to technology

Manage resources effectively

EMP Objectives related to SEM

Make registration easier

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EMP Objectives related to SEM	
Make registration easier	
Connect students to the academic program(s) and classes they need	
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Better share what Cañada offers	
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Strengthen K-16 pathways and transfer	

EMP Objectives related to SEM	Existing SEM Goals	
Make registration easier		
Connect students to the academic program(s) and classes they need	**Strengthen and publicize clear degree and certificate programs that remove barriers to completion in two years.**	
Ensure students (particularly part-time students) experience a sense of belonging and connection to the College that helps them persist and complete	**Align and sustain pro-active student support services with programs of study to ensure effective and timely student enrollment, retention, persistence and completion.**	
Better share what Cañada offers	**Align marketing, messaging and outreach with our programs, schedule, and supportive services and programs**	
Be the best college choice for local high school students		
Strengthen K-16 pathways and transfer		

EMP Objectives related to SEM	Existing SEM Goals	
Make registration easier		
Connect students to the academic program(s) and classes they need	**Strengthen and publicize clear degree and certificate programs that remove barriers to completion in two years.** • Create and manage a course schedule focused on student completion in 2 years	
Ensure students (particularly part-time students) experience a sense of belonging and connection to the College that helps them persist and complete	**Align and sustain pro-active student support services with programs of study to ensure effective and timely student enrollment, retention, persistence and completion.**	
Better share what Cañada offers	**Align marketing, messaging and outreach with our programs, schedule, and supportive services and programs**	
Be the best college choice for local high school students		
Strengthen K-16 pathways and transfer		

EMP Objectives related to SEM	Existing SEM Goals	
Make registration easier		
Connect students to the academic program(s) and classes they need	**Strengthen and publicize clear degree and certificate programs that remove barriers to completion in two years.**	
Ensure students (particularly part-time students) experience a sense of belonging and connection to the College that helps them persist and complete	**Align and sustain pro-active student support services with programs of study to ensure effective and timely student enrollment, retention, persistence and completion.**	
Better share what Cañada offers	**Align marketing, messaging and outreach with our programs, schedule, and supportive services and programs**	
~~Be the best college choice for local high school students~~		
Strengthen K-16 pathways and transfer		

EMP Objectives related to SEM	Proposed SEM Goals	
Make registration easier	Make registration easier	
Connect students to the academic program(s) and classes they need	Strengthen and publicize clear degree and certificate programs that remove barriers to completion in two years.	
	Provide a mix of online and face-to-face courses, programs, and services to support student connection, engagement, and completion	
Ensure students (particularly part-time students) experience a sense of belonging and connection to the College that helps them persist and complete	Align and sustain pro-active student support services with programs of study to ensure effective and timely student enrollment, retention, persistence and completion.	
Better share what Cañada offers	Align marketing, messaging and outreach with our programs, schedule, and supportive services and programs	creating and sustaining an inclusive, antiracist, and equity-minded campus culture
Strengthen K-16 pathways and transfer	Engage high school students early and provide access to clear pathways to college	
	Strengthen transfer support services to increase transfers	
	Support working students complete their education goals in a timely manner	

EMP Objectives related to SEM	Proposed SEM Goals	Compared to old SEM Goals
Make registration easier	**Make registration easier**	new
Connect students to the academic program(s) and classes they need	**Strengthen and publicize clear degree and certificate programs that remove barriers to completion in two years.**	same
	Provide a mix of online and face-to-face courses, programs, and services to support student connection, engagement, and completion	new
Ensure students (particularly part-time students) experience a sense of belonging and connection to the College that helps them persist and complete	**Align and sustain pro-active student support services with programs of study to ensure effective and timely student enrollment, retention, persistence and completion.**	same
Better share what Cañada offers	**Align marketing, messaging and outreach with our programs, schedule, and supportive services and programs**	same (focus on cultural relevance)
Strengthen K-16 pathways and transfer	**Engage high school students early and provide access to clear pathways to college**	new
	Strengthen transfer support services to increase transfers	new
	Support working students complete their education goals in a timely manner	new

EMP Objectives related to SEM	Proposed SEM Goals with related EMP and (existing) SEM strategies
Make registration easier	**Make registration easier** • EMP 1.1, 1.10, 1.18, 1.19
Connect students to the academic program(s) and classes they need	**Strengthen and publicize clear degree and certificate programs that remove barriers to completion in two years.** • EMP 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.16, 3.9 • SEM 1.1, 1.1.1, 1.1.2, 1.1.3, 2.1, 2.1.2, 2.1.4, 4.1
	Provide a mix of online and face-to-face courses, programs, and services to support student connection, engagement, and completion • EMP 1.9, 4.10, 4.11, 4.12 • SEM 1.2, 1.2.1, 1.2.3, 1.2.4
Ensure students (particularly part-time students) experience a sense of belonging and connection to the College that helps them persist and complete	**Align and sustain pro-active student support services with programs of study to ensure effective and timely student enrollment, retention, persistence and completion.** • EMP 1.11, 1.12, 1.13, 1.14, 1.15, 1.17, 4.7 • SEM 3.2, 3.3, 3.3.1, 3.3.2, 3.3.3
Better share what Cañada offers	**Align marketing, messaging and outreach with our programs, schedule, and supportive services and programs** • EMP 3.1, 3.2, 3.3, 4.4 • SEM: 4.1, 4.3, 4.3.1, 4.3.2, 4.3.3
Strengthen K-16 pathways and transfer	**Engage high school students early and provide access to clear pathways to college** • EMP 3.4, 3.5, 3.6, 3.7 • SEM 1.3.1, 1.3.2, 4.2
	Strengthen transfer support services to increase transfers • EMP 3.8 • SEM 1.6
	Support working students complete their education goals in a timely manner • EMP 1.2, 3.10, 3.11, 4.3, 4.5 • SEM 1.4, 1.4.1, 1.5, 2.1.3

Next steps