SCOTTSDALE COMMUNITY COLLEGE
A **MARICOPA** COMMUNITY COLLEGE

STRATEGIC ENROLLMENT MANAGEMENT PLAN
2024-2027

STRATEGY 1

Streamline the Experience – Student Ready Solutions for All

MCCCD COLLEGE GOAL #1

MCCCD attracts, recruits, engages, and enrolls more students.

KPI #1

Increase annual new-to-Maricopa student enrollment (headcount) from 1756 (2023-24) to 1850 by 2027.

MCCCD College Activity 1.1.A

Identify and achieve college-determined optimal enrollment targets for underserved student populations.

— MILESTONE —

1.1.A.1 | Define and identify underserved populations by June 2025.

1.1.A.2 | Develop tailored outreach efforts to address the specific needs and interests of the targeted underserved populations by June 2026.

SCC College Activity 1.1.B

Improve enrollment processes by establishing an informed communication plan, instituted across campus, alerting students of timelines, resources, interventions, and student development opportunities.

— MILESTONE —

1.1.B.1 | Conduct an inventory of current communication messages, target audiences, and platforms leveraged by June 2025.

1.1.B.2 | Develop and implement a comprehensive communication plan that streamlines messaging to current, future, and potential students by June 2026.

1.1.B.3 | Establish a dedicated contact center to support and enhance communication to current, future, and potential students by June 2026.

1.1.B.4 | Create best practice communication templates for faculty and staff by June 2026.

SCC College Activity 1.1.C

Establish systems and processes that create greater course schedule clarity for students.

— MILESTONE —

1.1.C.1 | Implement Ad Astra to optimize course scheduling by June 2026.

1.1.C.2 | Implement a process for departmental collaboration to balance course offerings based on modality/day/time by June 2025.

1.1.C.3 | Enhance the college website to optimize access to course and program information by June 2025.

1.1.C.4 | Align course offerings to ensure predictability for completing a certificate or degree pathway by June 2025.

SCC College Activity 1.1.D

Expand dual and concurrent enrollment opportunities, with a targeted focus on underserved high schools.

— MILESTONE —

1.1.D.1 | Document and optimize internal dual enrollment processes by June 2025.

1.1.D.2 | Develop a comprehensive concurrent enrollment plan and process for prospective high schools by June 2025.

SCC College Activity 1.1.E

Increase community awareness, perception and knowledge of SCC programs, services through strategic community involvement.

— MILESTONE —

1.1.E.1 | Prioritize outreach in community engagement events that support the college's mission by June 2026.

1.1.E.2 | Partner with community organizations, non-profits, businesses, and Salt River Pima-Maricopa Indian Community to promote SCC programs and services by June 2025.

1.1.E.3 | Enhance social media platform presence to highlight college updates, success stories, and key information about SCC programs and services by June 2026.

STRATEGY 2

Optimize Student Success – Remove Barriers

MCCCD COLLEGE GOAL #2

MCCCD retains and supports students to reach their academic, personal, and/ or professional goals.

KPI #2

Increase annual retention rates from 50% to 52% by 2027.

MCCCD College Activity 2.1.A

Identify and achieve college-determined optimal retention rates while decreasing equity gaps.

━ MILESTONE ━

2.1.A.1 | Implement a holistic set of early alert and support services to support our diverse student population in gateway and critical courses by June 2026.

2.1.A.2 | Design student connections including the integration of cultural identity and awareness that fosters a sense of belonging for our diverse student populations by June 2026.

2.1.A.3 | Ensure access to basic needs resources such as food pantries, housing assistance, and other services to support the holistic needs of students by June 2025.

2.1.A.4 | Develop a one stop webpage for all support services by June 2025.

2.1.A.5 | Develop an improved program review cycle that encourages faculty to examine success data and frequent use of equity dashboards by June 2026.

SCC College Activity 2.1.B

Establish comprehensive career services leveraging the explore, equip, engage and evolve continuum model, including work-based learning experiences.

━ MILESTONE ━

2.1.B.1 | Identify career and service learning opportunities that provide students with workforce experiences by June 2025.

2.1.B.2 | Identify community partners who can provide career development opportunities by June 2026.

2.1.B.3 | Integrate career opportunities into selected courses that promote workforce connections by June 2026.

SCC College Activity 2.1.C

Establish a student-centered framework that facilitates successful enrollment and completion of first college-level courses.

━ MILESTONE ━

2.1.C.1 | Identify a student support services peer mentorship model to support key areas of the student life cycle by June 2025.

2.1.C.2 | Develop academic peer mentorship opportunities in first year courses or first year student experiences by June 2026.

STRATEGY 3

Committed to Completion – Mission Accomplished

MCCCD COLLEGE GOAL #3

MCCCD graduates and transfers more students.

KPI #3

Increase annual graduation/transfer rates from 26% to 29% by 2027.

MCCCD College Activity 3.1.A

Identify and achieve college-determined optimal completion rates while decreasing equity gaps.

MILESTONE

3.1.A.1 | Review course completion data across various modalities and formats to identify areas of improvements by June 2025.

3.1.A.2 | Determine the optimal course completion rates with the goal of reducing equity gaps by June 2025.

3.1.A.3 | Implement new and enhance existing professional development for equity based instructional best practices by June 2026.

SCC College Activity 3.1.B

Establish support systems for students of color, first generation, Veterans, and Pell students.

MILESTONE

3.1.B.1 | Solicit student feedback to identify support services needed for our diverse student populations by June 2026.

3.1.B.2 | Provide culturally responsive support services that recognize and address the unique needs of students June 2025.

SCC College Activity 3.1.C

Eliminate financial barriers to student success.

MILESTONE

3.1.C.1 | Expand access to financial aid resources for students to foster greater access to college opportunities by June 2026.

3.1.C.2 | Increase the use and awareness of OER and other cost effective options for students within the classroom by June 2026.