**Enrollment Management**

- An enrollment management Director was named to coordinate recruitment, enrollment, and retention efforts. (August-01)
- 2000-01 Vision Budget monies were used for Marketing/Recruitment. (August-01)
- 2001-02 Vision Budget monies were allocated for recruitment, prospect tracking, retention, and campus career centers. (August-01)
- Web based enrollment management displays were identified as part of the Executive Information System (EIS). (March-02)
- Focus groups were conducted separately and jointly with Campus Presidents, Student Deans, Campus Directors of Retention, and New Student Center Directors to explore student service area strengths and weaknesses. (August-02)
- A student services retreat was held to develop a common agenda for the year and action plans. (August-02)

**Goal: Develop a recruitment plan with measurable outcomes for each campus.**

- Data were gathered for the Directors of Retention and Transition Services as a baseline for campus Recruitment & Retention plans. (March-02)
- Campus Recruitment and Retention Plans were drafted. (March-02)
- Focus groups were also conducted with high school students and their parents to explore the image of M-DCC and issues related to choice of postsecondary institution. (August-02)
- Campus recruitment and retention plans were completed and approved and will be implemented this academic year. (August-02)

**Goal: Implement an aggressive recruitment plan that highlights the academic and financial benefits of enrolling at Miami-Dade.**

- Two new programs were unveiled: Innovations in Student Services will fund demonstration projects via an RFP process while the Campus Matching Program will provide direct support to the campuses for selected activities which enhance retention and recruitment. (August-02)

**Goal: Develop a retention plan with measurable outcomes for each campus.**

- The Student Services organizational structure was revised to include Directors of Retention and Transition Services. (August-01)
- Focus groups were conducted with successful and unsuccessful college preparatory math students and findings were shared with members of the Mathematics Roundtable, Executive Committee and others. (March-02)
- Mathematics courses which are a critical gateway to graduation were identified. (March-02)
- Data were gathered for the Directors of Retention and Transition Services as a baseline for campus Recruitment & Retention plans. (March-02)
- A longitudinal database was completed for detailed retention analysis and data mining. (March-02)
- Campus Recruitment and Retention Plans were drafted. (March-02)
- Campus recruitment and retention plans were completed and approved and will be implemented this academic year. (August-02)

**Goal: Implement retention strategies to increase student success.**

- The Student Flow Task Force was re-established to examine pathways/barriers through MDCC. (March-02)
- Conducted focus groups with ESL, International, and reading/writing college prep students seeking ways to improve course performance. (August-02)
Data on course success of late registrants were reviewed by the Director of Enrollment Management to evaluate the registration deadline. (August-02)

Retention and performance data of students in key courses were identified and discussed with appropriate personnel. (August-02)

Two new programs were unveiled: Innovations in Student Services will fund demonstration projects via an RFP process while the Campus Matching Program will provide direct support to the campuses for selected activities which enhance retention and recruitment. (August-02)