Area of Emphasis: Enrollment Management

**PRIORITY:** Develop a comprehensive enrollment management plan which defines the College’s desired state in terms of recruitment, retention and student success.

**GOALS:**
- Develop a recruitment plan with measurable outcomes for each campus;
- Implement an aggressive recruitment plan that highlights the academic and financial benefits of enrolling at Miami Dade;
- Develop a retention plan with measurable outcomes for each campus;
- Implement retention strategies to increase student success.

Assigned to: Director of Enrollment Management; Student Services personnel.

**BACKGROUND:**
Enrollment Management is a new Area of Emphasis. It is the process by which an institution establishes enrollment, recruitment, and retention goals all directed at enhancing student success.

The College needs to develop a long-term, consistent, college-wide approach to recruitment and retention of students. The Enrollment Management Plan will include processes for ongoing data analysis and monitoring, for reviewing retention and success rates, and for implementing activities to recruit and retain students.

**ACCOMPLISHMENT HIGHLIGHTS**
- September 2002 Status Report
- March 2002 Status Report
- August 2001 Status Report