



North Idaho College

NORTH IDAHO COLLEGE STRATEGIC ENROLLMENT MANAGEMENT PLAN

2019-2024

North Idaho College’s Vision: *As a comprehensive community college, North Idaho College strives to provide accessible, affordable, quality learning opportunities. North Idaho College endeavors to be an innovative, flexible leader recognized as a center of educational, cultural, economic, and civic activities by the communities it serves.*

North Idaho College’s Mission: *North Idaho College meets the diverse educational needs of students, employers, and the northern Idaho communities it serves through a commitment to student success, educational excellence, community engagement, and lifelong learning.*

Values: North Idaho College is dedicated to these core values which guide its decisions and actions.

Student Success

A vibrant, lifelong learning environment that engages students as partners in achieving educational goals to enhance their quality of life

Educational Excellence

High academic standards, passionate and skillful instruction, professional development, and innovative programming while continuously improving all services and outcomes

Community Engagement

Collaborative partnerships with businesses, organizations, community members, and educational institutions to identify and address changing educational needs

Stewardship

Economic and environmental sustainability through leadership, awareness, and responsiveness to changing community resources

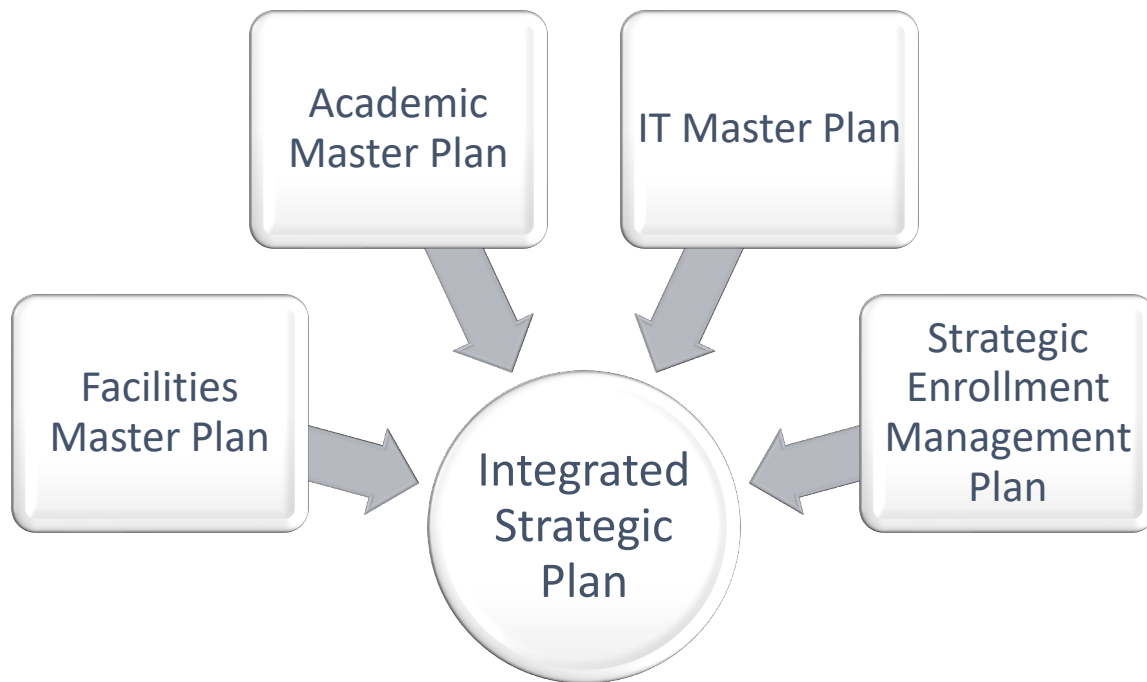
Diversity

A learning environment that celebrates the uniqueness of all individuals and encourages cultural competency

Introduction

In the fall of 2016, North Idaho College (NIC) embarked on a process to develop an integrated strategic plan. The project was intended to be a collaborative, campus-wide effort whose goal was to “cultivate” an adaptive culture, one that is able to absorb disruptions, learn from challenges that arise, and is responsive to the educational needs of community and region North Idaho College serves.

A preliminary planning process began with a SWOT analysis and environmental scan. These internal and external assessments laid the groundwork for three critical planning processes: The Academic Master Plan, the Facilities Master Plan, and the Information Technology (IT) Master Plan, in order that they address the diverse challenges and opportunities brought to light from the two preliminary assessments. Together with the Strategic Enrollment Management Plan, these four master plans act as precursors to the Integrated Strategic Plan and serve to inform its core themes and objectives.



Purpose of the Strategic Enrollment Management Plan

The Strategic Enrollment Management (SEM) Plan serves to support the integrated strategic plan, and more importantly the Academic Master Plan. This plan links vision, mission, services, resources, people, and priorities to collaborative/intentional decision-making and action. Moreover, the SEM plan provides both a framework and a roadmap from which to build strategic actions to improve the experiences of NIC's students, faculty and staff; and promote student success.

The Strategic Enrollment Management Planning Process at NIC

The SEM planning process began as a collaborative effort by a team consisting of staff, instructional leadership, and faculty from throughout NIC's departments and divisions. The process began in the late fall of 2018 and culminated during the spring/summer of 2018. The initial SEM team evaluated the current educational and administrative environment, identified current strengths and challenges, discussed priorities, and reviewed resources. The SEM team was then formalized as a standing committee by the college senate to include a steering committee, a retention council, and a recruitment council. These teams then developed the current objectives and strategies within this plan. The SEM team reviews, modifies, and/or updates the plans each summer to reflect new priorities and changing conditions.

Strategic Enrollment Management Plan Goals

The Strategic Enrollment Management plan is centered around two major goal areas: Recruitment and Retention. Collectively, the goals and objectives align with the integrated strategic plan goals and the institutional core themes.

Objectives and Strategies

Objectives and strategies were developed to operationalize the plan goals. While the objectives cover broad approaches toward achieving each of the goals, strategies suggest more directed actions. These objectives and strategies will help to inform individual departments and divisions develop their specific operational goals.

GOAL 1: Improve recruitment efforts at North Idaho College

Objective 1.1: Increase access to North Idaho College.

Strategy 1.1.1: Use scholarships and Cardinal grants strategically.

Strategy 1.1.2: Expand offerings and enrollment in online courses and programs.

Strategy 1.1.3: Expand offerings and enrollment at Parker Technical Education Center.

Strategy 1.1.4: Institutionalize NIC connect.

Objective 1.2: Enhance onboarding of North Idaho College Students

Strategy 1.2.1: Strengthen new student orientation to meet the current needs of North Idaho College students.

Strategy 1.2.2: Develop and implement an operations program for the Bob and Leona DeArmond Building.

Objective 1.3: Enhance virtual and physical communication and signage at North Idaho College.

Strategy 1.3.1: Centralize recruitment and enrollment pipeline communication and events.

Strategy 1.3.2: Highlight the value of North Idaho College.

Strategy 1.3.3: Improve on campus signage.

Strategy 1.3.4: Involve faculty in the college recruitment plan.

GOAL 2: Improve retention efforts at North Idaho College

Objective 2.1: Enhance student service delivery.

Strategy 2.1.1: Consolidate enrollment services into an enrollment services center.

Strategy 2.1.2: Consolidate enrollment services into a virtual enrollment services center.

Strategy 2.1.3: Focus and train on customer service across NIC.

Objective 2.2: Enhance student interventions.

Strategy 2.2.1: Complete implementation of advising at NIC model.

Strategy 2.2.2: Enhance early alert and personalized student experiences.

Strategy 2.2.3: Develop and implement a first year experience (FYE) for students.

Objective 2.3: Improve course scheduling.

Strategy 2.3.1: Optimize course and classroom scheduling to meet student needs.

Strategy 2.3.2: Resolve issues around cancelling of classes for low enrollment.

Objective 2.4: Invest in Faculty Development.

Strategy 2.4.1: Create a faculty development program.

Strategic Enrollment Management Planning Principles

The following planning principles were used in the development of this plan:

1. Enrollment goals will be based on institutional capacity, in support of the Strategic Plan and the College Mission, and will include recruitment, term-to-term persistence, and fall-to-fall retention targets.
2. Data informed decisions will be at the core of all planning and decision-making.
3. Recruitment, enrollment, and retention are a shared responsibility of all NIC employees.
4. High quality service is a foundation to a positive student experience.
5. College resources will be allocated to support SEM initiatives.

Implementation, Reporting and Assessment

Implementation, oversight and coordination of this plan will reside with the Vice President of Student Services. However, as evidenced by the broad range of campus constituents participating in the development of the SEM plan, members of Presidents Cabinet, the instructional deans, dean of enrollment services, division chairs, and student services directors will play a central role in facilitating working groups, committees and teams charged with carrying out the activities and initiatives needed to accomplish the priorities reflected in this plan.

NIC continues to establish a culture of evidence by using data and assessment findings in order to inform planning and decision making. Thus, this dynamic document will be continually updated to reflect college wide strategic planning, data, assessments, and new challenges. Timelines for implementation of initiatives will be established annually, and will be communicated to the general college campus in a timely manner. Progress reports will be shared at least annually with the President, Faculty Assembly, Staff Assembly, and the campus at large.

Contributing Strategic Enrollment Management Plan members:

Collaboration and input the strategic enrollment management committee and council contributed to the success of the writing of this plan.

Amy Page	Graydon Stanley	Stephanie House
Chris Martin	Kyle Johann	Sara Schmelzer
Christine Callison	Larry Briggs	Sue Shibley
Christy Doyle	Paula Lambert	Teresa Borrenpohl
Dianna Renz	Pat O'Halloran	Victoria Michael
Ellen Crabtree	Paul Manzardo	
Holly Edwards	Peg Blake	