MOORPARK COLLEGE

ENROLLMENT MANAGEMENT PLAN 2019-2020

Moorpark’s Enrollment Management Plan is a subset of its Educational Master Plan.

It is developed to optimize student success and access. Solid enrollment management is required to maintain and build fiscal stability. It considers the declining high school graduation expected over the next few years, an increase in students taking a gap year, the high employment rate, and the large pool of adults in our community with some or no college looking for new careers or advancement.

The Plan is built with three main focuses drawn from the strategic directions of the Educational Master Plan. The first focus is on providing student centered curriculum.  New curriculum will provide the transfer opportunity and the skill development our students and community need. This curriculum includes 6 new CTE offerings, 2 noncredit programs, digital badges for career exploration, and collaboration with adult schools and modifications to the ESL program.

The second area of focus is student access and success. Activities and best practices have been defined to improve student success; increased retention and success will improve enrollment.

One of the programs highlighted is ‘15 to Finish’. Access will be improved by increasing the offerings and providing more online degrees. Scheduling will be optimized including a 4 week option over winter. Access for high school students will be provided through dual enrollment,

The third focus is organizational effectiveness. This includes expanded marketing efforts for specific programs such as ESL, special populations, and general marketing and reviewing the student payment and drop policy.