GUIDED PATHWAYS STRATEGIC ENROLLMENT MANAGEMENT PLANNING MATRIX LAKE LAND COLLEGE 2023-2027

LAKE LAND COLLEGE

FOCUS AREAS	1. GUIDED PATHWAYS IMPLEMENTATION	2. RECRUITMENT AND MARKETING	3. ONBOARDING EXPERIENCE	4. RETENTION, PERSISTENCE AND COMPLETION
GOAL STATEMENTS	A. Fully implement Guided Pathways Model to enhance and support student success.	A. Operationalize a comprehensive recruiting and marketing plan to attract and retain new and current students.	A. Operationalize a structured onboarding process to improve the student experience.	A. Fully integrate EAB Navigate functionalities using a tiered approach to strengthen retention, persistence and completion efforts.
PRIORITY OBJECTIVES	1. Assess current status of Guided Pathways implementation. 2. Create a plan to develop Guided Pathways components not yet adopted. 3. Establish a collaborative framework/communication plan for stakeholders to fully adopt GPS in their daily work. 4. Develop strategies to increase the awareness that SEM and GPS are the shared responsibility of everyone within the College to increase student recruitment, retention and completion	1. Audit current recruiting and marketing efforts. 2. Analyze results of recruiting and marketing audit to identify the gaps in effectiveness. 3. Establish a collaborative framework/communication plan for stakeholders to participate in recruitment and marketing efforts. 4. Establish, implement and assess strategies to increase the enrollment of the following specific target demographics: adult students, career/technical education students and first year students.	1. Use value stream mapping to audit the onboarding process for specific student groups (ex: incoming high school students, first time students, readmitted students and transfer students). 2. Analyze results of onboarding audit to identify gaps in effectiveness for all student categories and develop interventions to streamline the onboarding experience. 3. Establish a collaborative framework/communication plan for students and staff to adopt the improved onboarding process.	1. Identify EAB Navigate functionality for implementation to support retention, persistence and completion. 2. Develop identified EAB Navigate functionalities. 3. Establish a collaborative framework/communication plan for stakeholders to utilize EAB Navigate. 4. Establish an assessment plan for evaluating student success outcomes using EAB Navigate.