

Spring 2024 Student Services Status Update – updates are highlighted in pink

Mesa Strategic Enrollment Plan SMART Goals

*Note: The abbreviations in the Mesa 2030 column below correspond to the Goals: Completion (Comp), Pathways and Partnerships (PP), Community (Comm), Stewardship (St), Scholarship (Sc); the number is the SO# of that goal. The numbers in the Mesa Pathways column below refer to the Four Pillars of Guided Pathways: 1. Clarify the Path; 2. Enter the Path; 3. Stay on the Path; 4. Ensure Learning.

A. Strategic Scheduling of Classes

Actions	Alignment with Existing Plans/Initiatives		Responsible	Goals/ Deliverables/Assessments	Year		
	*Mesa 2030	*Mesa Pathways			23-24	24-25	25-26
Form a focus group for Review of Scheduling Time Blocks	St 3	1, 3	District, Enrollment Management Work Group	Gather data on time block usage. Update scheduling time block document (previous document is over 10 years old).		x	x
Coordination of class schedules within and between departments	St 3	1, 3	Deans, Chairs	Identify which depts could/should work on schedule coordination. Formation of workgroups with representatives from those dept.	x	x	x
Increase short-term courses where pedagogically appropriate and where student demands are	St 3	1, 3	Deans, Chairs	Increase the number of short-term courses in the schedule. Increase scheduling flexibility.	x	x	
Increase number of Dual Enrollment courses with SDUSD partners	PP 2	1, 3	Dual Enrollment dean, Dean, Chairs	Coordinate with high schools to design intentional pathways leading to certificates. Increase the number of college credits completed while in high school.	x	x	x
Conduct campus survey regarding scheduling practices/tools; evaluate survey feedback and develop evidence-based, best practices for campus scheduling	Comp 1,2 St 3	1,3	Full group	Administer survey regarding use and effectiveness. Develop a list of evidence-based, best practices/recommendations. Implement needed scheduling changes.	x		
Review practices that maximize FTES by maximizing	St 3	1, 3	Deans and Chairs	Develop a class schedule that maximizes weekly contact hours. Evaluate effectiveness by calculating resulting FTES increases. Provide professional	x	x	x

weekly contact hours.				development for all schedulers about FTES generation.			
Review Room Prioritization	St 3	1	VPI, Deans, Chairs	Room prioritization based on enrollment and current scheduling practices such as modalities, course and dept needs, equipment and specialization. Annual review with deans and chairs for effectiveness and revision if needed.	x	x	x
Conduct a scheduling audit to see if our Pathways are completable in 2 (or 3) years.	Comp 1,3	1,3	Enrollment management team or sub team	Assessment of scheduling practices and the accessibility of our programs to our students. Based on results of the audit, develop strategies for implementing complete pathway for timely completion. Coordinate with Pathways Mapper implementation.		x	x
Annually review regional demographic forecasting, specifically changes in the age of Mesa's service area population.	St 3	1,2	Strategic Enrollment Management Body, Deans & Chairs, Marketing	Targeted marketing campaigns and strategic scheduling. Marketing campaigns and enrollment management conducted with service area population in mind.	x	x	x

B. Strategic Outreach

Actions	*Mesa 2030	*Mesa Pathways	Responsible	Goals/ Deliverables/Assessments	23-24	24-25	25-26
Development of an adult learner recruitment strategy	PP 3, Comm 1,3,5	1, 2	Outreach	Adult Learner strategy developed	x	x	x
Development of Continuing Education recruitment for related credit programs	PP 4	2	Outreach, Curriculum Chair, Deans	Conduct Mesa visits for CE students. Increase curriculum coordination between Mesa and CE faculty. Build seamless pathways from CE to Mesa which are reflected on our website.	x	x	x
Increase coordination to communicate faculty opportunities within the	PP 2,4	1	Work based Learning Group; Chairs; Deans; EM group	Clear document of who is involved in partnership development & scheduled meetings with faculty/Chairs	x	x	x

community for partnerships with four-year schools or businesses. Improve existing communication between outreach and faculty.							
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C. Strategic Marketing

Actions	*Mesa 2030	*Mesa Pathways	Responsible	Goals/ Deliverables/Assessments	23-24	24-25	25-26
Digital & social media marketing targeting adult learners and BIPOC (Black, Indigenous, and People of Color).	Comp 3, PP 3, Comm 1,3, 5, Sc 2	1, 2	Marketing and Communications	Increase online traffic and thereby registration among student groups which have declined in recent years. Assess with registration numbers and click data.	x	x	x
Press and media: increasing visibility of non-traditional student groups and programs that are currently underutilized.	Comp 3, PP 3, Comm 1,3, 5, Sc 2	1, 2	Marketing and Communications	Registration of non-traditional students and increased registration for targeted programs.	x	x	x
Establishment of cross-functional Mesa Marketing and Outreach governance committee	Comm 3	1, 2, 3	Marketing and Communications	Establish institutional marketing committee			
Promote competitive certifications for high-growth occupations in San Diego	PP 3	2	Communications/Marketing	Effective advertising campaign. Assess by # of targeted campaigns, # number of students enrolled before and after marketing campaign		x	

D) Student Services

Actions	*Mesa 2030	*Mesa Pathways	Responsible	Goals/ Deliverables/Assessments	23- 24	24- 25	25- 26
FAFSA and CADAA Step-by-Step Support/Workshops available every week throughout the year	Comp 1,4	2	Student Services/Financial Aid	Increase the number of applications. Increase the number of students that receive financial aid which will then impact the Funding formula.	x	x	x
Promote degree completion by sharing employment outcomes for their area of study.	Comp 2	1,2,3	Counseling, Mapper, Guided Pathways.	Map of programs to employment outcomes for counselors to share with student Development of Maps to support the implementation of Mapper began in February 2024 with the mapping of the associate degree for transfer (ADTS) in February 2024. Projected completion of this work mid fall of 2024		x	x
Educational Gala/Registration Days.	Comp 1,2,3	1,2,3,4	Counseling, Chairs, Dean of Student Development, VPI, VPSS, Faculty	In-Reach Scheduled Event that is planned and institutionalized for each year. Computer set up in high traffic areas (Student Services, Quad, MS Building). Faculty from instruction and student services available to help students select classes and register early.	x	x	x
Increase the number of Student Support Services that participate in Welcome Week.	Comp 1,2,3	2	Student Affairs	Increased student participation in Student Support Services. The number of information tables available at the Mesa 60 th Anniversary during SP24 Welcome Week event was	x	x	x

				significantly higher with a total of 60 tables offering on campus and off campus resources.			
Increase the amount of outreach, workshops and promotions for Mesa Foundation Scholarships	Comp 4	3	Student Affairs & Mesa College Foundation	<p>Increase in the number of applicants that apply for scholarships – Goal Met</p> <ul style="list-style-type: none"> EOPS, CARE, NextUp, FAST Scholars, Rising Scholars, STAR TRIO, Dreamer Resource Center, CalWORKs, Avanza, and the Stand will offer scholarship assistance workshops to support students from these programs. Our outreach efforts were significant this year as we elevated our promo. This year we created individual marketing flyers for every scholarship. Student Affairs sent those individual marketing flyers to the academic departments and student services departments that the scholarship pertained to. We also sent the marketing promo 	x	x	x

				on Mesa Journeys which reached out to 17,000 registered Mesa Students.			
Work with outreach to coordinate pre-reg workshops at the high schools and SDCCE students prior to priority deadline and implement REG-FEST for New High School Students, Affinity Groups, and by Academic Career Pathways	PP 2, Comp 2,3	2	Counseling, Outreach, and EOPS	<p>Increase the number of students who are ready to register on their assigned date. Increase the number of abbreviated education plans of incoming high school students and SDCCE.</p> <p>Counseling leads have met with outreach to work on an onboarding timeline for pre-registration workshops at the high school and on campus. Workshops are offered year-round, however, with an increase in March and will continue through May.</p> <p>RegFEST are planned for the month of May</p>	x	x	x
Counseling Liaisons Work with Instructional Programs to discuss curriculum/program modifications	Comp 1,2,3, PP 1	3	Instructional and Counseling Faculty	<p>Decrease the number of Petition for major modifications need by students for submission improving timely degree completion.</p> <p>Several Counseling faculty have presented to CRC (Curriculum Review Committee) to being discussions about streamlining Liberal Arts Degrees from 30 to 8 Liberal Arts degrees. This potential change supports the increase in degree completion and minimizes petitions for major modifications.</p>	x	x	x

				With the program of Culinary Arts, which underwent major curricular changes, the counseling liaison has worked with the chairs of the program to support a business practice so those students who are ready to graduate 23-24 academic year can do so without having graduation petitions canceled due to changes in course units and course content.			
Sustain the delivery of Counseling Hotspots via remote and face-to-face	Comp 1,2, Comm 1	3	General/TCE Counseling Department Classified Professionals and Counseling Faculty	<p>Increase the number of student contacts in various parts of the campus.</p> <p>Improve students' pathways to educational completion as defined by the student.</p> <p>Hotspots are offered in the Exercise Science building (second floor), LRC-STEM Center, Veterans Success Center, Honors Classroom, twice a week, Black Student Success Week, STEM new semester orientations, International Student orientation week, Weekly remote and in person hotspots for Mesa Promise students.</p>	x	x	x
Increase the awareness around the process of Applying for Graduation with Apply for Graduation Workshops, email communications, and classroom presentations	Comp 1,2,3	1,2,4	Evaluations staff, counseling faculty, peer advisors	<p>Increase the number of students earning a degree and/or certificate of achievement.</p> <p>Assess by graduation survey, commencement</p>	x	x	x

				surveys, faculty feedback. Graduation Application Support Workshops have been coordinated by the Office of Evaluations with a Counselor present to support students with this process: 2024 Dates February 6, 7 March 12, 13 April 23, 24			
Simplify process for clearing prerequisites for incoming freshmen (HS graduates)	PP 5	2,3	Admissions, Counseling, Assessment, Math and English Faculty, District	Process developed. Assessed by data on successful enrollment of transfer level Math and English.	x	x	
Reduce processing time for approval of Veterans worksheets	Comp 1, Comm 1	2,3	Veteran Services Team	<ul style="list-style-type: none"> Assess by monitoring data on processing times. Assign specific staff members to process student emails and inquiries Save documentation to a shared file where team can access Reallocation of additional time provided to the VA counselor for reaching out to military-affiliated students Increased focus and time designed to reviewing courses to ensure that students are following their approved coursework of study Assign school certifying officials to work on specific chapters 	x		
Revitalization of the in-person Veterans Orientation	Comp 2, 3, Comm 2	1	Veteran Services Team	Availability of in person veterans' orientation.	x	x	x

<p>Increase the frequency of requesting a data pull of currently enrolled DEI Mesa students who do not have a Comprehensive Education Plan on file. And outreach to the students to complete a plan in the current semester.</p>	Comp 1,2,3	3	General Counseling Faculty	<p>Increase time to completion so student enroll in courses need to complete education goal and increase student enrollment during their appointment registration period. Increase the number of education plans and increase graduation and transfer rates for Mesa's DEI students.</p> <p>KAPWA, and UMOJA have extended efforts students of both these affinity groups to meet with counselors for an education plan.</p> <p>Work on a larger scale has paused as more efforts have shifted to supporting students who need to appeal for their financial aid, which is the next activity identified below.</p>	x	x	x
<p>Strengthen the collaboration with Financial Aid and General Counseling to outreach students on FA appeals to complete or update their comprehensive education plan</p>	Comp 1,2,3,4, PP 1	3	General Counseling faculty, Financial Aid	<p>Increase the number of approved student financial appeals. Increase the persistence, retention and completion rate of those students whose financial aid appeals are approved.</p> <p>Outreach to 1,118 students enrolled for Spring 2023 have been invited to make a counseling appointment for their FA education plan. Of the 1, 118 students contacted, 878 students represented are considered</p>	x	x	x

				disproportionally impacted. By the end of May of 2024, a follow-up report will be available to see how many students from this group were served.			
<p>Increase number of Transfer Center Classroom Visits and develop Transfer partnerships with Affinity groups, categorical programs and DII populations/organizations.</p>	Comp 1,2	1,2,3	Transfer Center	<p>Increase the number of contacts with faculty and students to educate both groups on the transfer process through partnerships with campus programs and email contacts.</p> <p>Collaborate with DRC on AB 540 registration event for local transfers in spring of 2024-done.</p> <p>Partner with BSU to host events during Black Students success week. Transfer Transitions and Decoding Financial aid (also partner with financial aid)-done</p> <p>In reach to students in during Spring 2024 semester through Transfer Tuesday email 900 students 40% open rate.</p> <p>Partner with VSC for Transfer Cafes 3 events in Spring of 2024-on going</p> <p>Coordinate Fall 2024 application workshops with with DRC, EOPS, DSPS, VSC and student organizations. Secure calendar summer 2024</p> <p>Outreach to faculty ongoing 1 visit in spring. Campus emails send 1 permonth.</p>	x	x	x

E) Equity Minded Practices

Actions	*Mesa 2030	*Mesa Pathways	Responsible	Goals/ Deliverables/Assessments	23-24	24-25	25-26
Continue making Phone Calls to students (ex. Dropped classes, outstanding balance, holds)	Comp 1,2,3	3	Student Services, Guided Pathways Student Success Teams	<p>Keep track of the number of phone calls made. Evaluate with data demonstrating how many students enrolled after the phone calls.</p> <ul style="list-style-type: none"> Send email reminders to students on the DNP list. District to send multiple email and text reminders. 	x	x	x
Bookstore Requests ZTC/OER. Streamline Bookstore requisition process.	Comp 4, Sc 5	2	Bookstore personnel, OER Librarian, Reminders from: Dean, Dean's Asst., Department Chairs	<p>Effectively use available funding for faculty to convert current textbook to OER/ZTC</p> <ul style="list-style-type: none"> Working with Physical Science, Teacher Education, Sustainability, and Political Science on conversion to ZTC <p>Upgrade bookstore website to include clickable links to choose same book as last semester/ OER/ZTC textbooks automatically rollover from prior semester</p>	x	x	x
Marketing Campaign for faculty textbook orders	Comp 4, Sc 5	2	Reminders from: Dean Dean's Asst. Chair Departments	<p>Identify all textbooks in schedule prior to registration. Emphasize requisitions must be submitted for all sections. Goal: 80% Compliance</p> <p>Link to Scheduling – notify when assigned classes</p>	x	x	x
Automated messaging to students at critical momentum points on the	Comp 1,2,3	1,3	Counseling, Pathways committees and student success guides	<p>Goal: Messaging system and identification of key momentum points.</p> <p>Assessment by tracking whether this messaging</p>		x	x

journey (i.e. 45 units).				leads to lower units/time and more students applying for certificates and degrees.			
Bolster outreach to EOPS, DSPS, Foster Youth, and CalWORKs students, so they can successfully enroll by their enrollment priority date.	Comp 1,2,3	1,2,3	EOPS, FAST Scholars, Borderless Scholars, DSPS, CalWORKs	<p>Increase EOPS, DSPS, and Foster Youth, Dreamers and CalWORKs student enrollment during enrollment priority period.</p> <ul style="list-style-type: none"> Offer registration open labs during enrollment periods 	x	x	x
Establish a proctoring center that serves all students	Comp 4	3	SSE, DSPS	<p>Provide an inclusive testing environment and flexible testing options for all Mesa college students by establishing a College Wide Proctor Center. Increased flexibility may lead to better completion rates.</p> <ul style="list-style-type: none"> Establish a Mesa Test Proctoring Center to provide an inclusive and accessible testing center that incorporates equity, universal design principles, and a space to support student learning, cultivate course completion, retention, and academic goals. Support all Mesa College students with test proctoring needs while promoting a welcoming environment and flexible testing options. Offer in-person testing for on-campus and online courses requiring on- 	x	x	x

				<p>ground proctoring services.</p> <ul style="list-style-type: none"> • Offer in-person makeup exams and remote proctoring via Zoom as a service for students who cannot test with the rest of the class due to extenuating circumstances. 			
Earlier and more intentional outreach to feeder high schools for special populations where priority enrollment is a needed academic accommodation	Comp 1,2,3, Sc 2, Comm 3, PP 4	1,2,3,4	DSPS	Using the DSPS Transition Tool Kit to guide.	x	x	x
Offer Summer 2023 DSPS Camp	Comp 1,2,3, Sc 2, Comm 3, PP 4	1,2,3	DSPS	<p>Provide a 3-day specialized orientation workshop for DSPS students new to Mesa College.</p> <ul style="list-style-type: none"> • Host the Mesa 2023 DSPS Summer Camp, which covered topics such as Processes, Campus Services, Soft Skills, etc. 	x	x	x
<p>CalFresh Peer Ambassadors will coordinate campaign to increase awareness and support students in applying to CalFresh</p> <p>Establish Fresh Success Program</p>	Comp 4, PP 1, Comm 2	3	The Stand	<p>Increase in number of students applying for and receiving CalFresh benefits. And increase direct support for CTE Students enrolled in CalFresh, resulting in increased retention and persistence.</p> <ul style="list-style-type: none"> • Launch Fresh Success Program in Spring 2024 • Provide education and training to CalFresh participants leading to better employment and a path to economic self-sufficiency. 	x	x	x

F) Professional Development

Actions	Mesa 2030	Mesa Pathways	Responsible	Goals/ Deliverables/Assessments	23-24	24-25	25-26
Provide a broader understanding of enrollment management concepts and shared language across the college	Comm 1,3	1, 2, 3, 4	Education Subgroup	Creation of an Enrollment Management Glossary consistent with other integrated plans on campus; Present at meetings and provide trainings. Summary report to the campus each semester	x	x	x
Training for faculty, classified professionals, and other employees for marketing and outreach tools and support	Comp 3, Comm 1, 3, 4	1, 2, 3, 4	Marketing and Communication, Outreach, LOFT	Increase Professional Development offerings to help support faculty and classified employees learn about promotional tools and support.	x	x	x
Develop and offer training for deans and chairs for EM tools and how they can be used for schedule builds to maximize FTES	Comm 1,4	3	District, VPI, Deans, Chairs, IE	Develop and implement Trainings. Assess via training participant feedback.	x	x	x
Faculty, Schools, Departments inform Professional Learning opportunities as relevant to course content and student success	Sc 1,4 Comm 2,3,4	3,4	LOFT Each School FPLC CEL	New Faculty participation Faculty, Chair, Dean self-reporting Faculty work with LOFT to development specific Prof. Learning opportunities	x	x	x
Classified Professional Development for Retention of students	Comm 4	1,2,3	New Classified Professionals Institute	Address role classified professionals play in student retention and success. Include in ClassiCon session.	x	x	x

Mesa and SDCCD Collaboration Opportunities

- Sister colleges (credit and non-credit) coordination for scheduling and curriculum planning.
- Technology enhancements for enrollment management such as degree audit, evaluations, retention software, predictive analytics.
- Collaboration on year-around or multi-year scheduling
- Identifying and removing barriers for student enrollment, retention, and learning
- Impacts of legislation (CalGETC, Common Course Numbering, etc.)
- CE Pathways to Credit

Actions	Mesa 2030	Mesa Pathways	Responsible	Goals/ Deliverables/Assessments	23-24	24-25	25-26
Review procedures for students with minor class time schedule overlaps.	St 3	1,3	District, VPI, Admissions	Develop procedure that would allow students to register for classes with minor overlap or overlap in passing periods.	x		
Collaborate with the District to develop predictive EM tools that forecast enrollment trends, FTES, and assist with schedule builds.	Comm 1,5 St 3	2, 3	VPI, Deans, Chairs, IE	Discuss and address this at district EM group meetings.	x		
Provide key scheduling personnel (VPI, deans, directors, chairs) access to additional enrollment data (i.e., daily, longitudinal enrollment by section level)	Comm 1,5 St 3	3	District, VPI, IE	Data availability in new or augmented dashboard. Annual review with deans and chairs for effectiveness and revision if needed.	x		