Active Cycle (academic year): 2012-13  
Area (Department/Program): College Transitions  
Person Responsible: Amy Kleeman, AVP, College Transitions

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<th>Plan</th>
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| 1. **Goal** - principal purpose of plan  
(include how this relates to serving students or increasing student success or supporting LifeMap) | Enhance and improve the enrollment management process to better serve students and facilitate a more seamless, student-friendly experience that positively impacts enrollment goals. |
| 2. **Objectives** - what will be accomplished and measured | Improve communication and collaboration among Valencia units that collaborate in the enrollment management process.  
Establish, document & initiate more efficient and effective structure and processes within and among units that collaborate in the enrollment management process.  
Improve methods and collateral used to communicate and inform students. |
| 3. **Measures and Findings** – How specifically measures will be conducted.  
How will we know the objective has been achieved? | Documented enrollment management process.  
Documented marketing communication plan for enrollment activities.  
Student survey results of registration process.  
Increase the conversion rate from application to enrollment. |
| 4. **Action Plan** – what is the implementation plan? | Facilitate the review and redesign of the enrollment management process.  
Convene committees to conduct process and gap analysis in partnership with each unit.  
Revise processes and communicate changes.  
Establish schedule for ongoing meetings with key collaborators/constituents.  
Partner with Marketing & Media Relations and other collaborators to evaluate, revise, and implement as appropriate, communication plan to students. |
| 5. **Achievement Summary/Analysis** -  
What was learned from the assessment results?  
What changes will you make in your initiative for the year to come? |
| 6. **General Education Learning Outcome** |
| 7. **Strategic Plan Outcome** | Goal 1: Build Pathways; Goal 3: Invest in Each Other |

#6 and # 7 Under Outcomes in WEAVE, you can select “General Education Learning” and/or “Strategic Plan Outcome” from the drop down list in WEAVE. You can select all that you believe relates to your Goal and Objective.