

# Optimize and Expand Enrollment of All Learners

## Strategic Goal Initiatives

Description		Measure
2.1a	Convene a team to clarify the OCC identify, value for students, and brand elements	Y/N
2.1b	Measure brand awareness annually to inform updates	Y/N
2.1c	Expand Pathways Program to every public high school in Ocean County	Y/N
2.2a	Increase Ocean County high school yield	HS yield
2.2b	Increase the enrollment of International students	Number of Cohorts (30 Students / cohort)
2.2c	Increase Non-traditional student enrollment	Enrollment Numbers
2.2d	Complete Strategic Enrollment Management plan	Y/N
2.3a	Develop a process for utilizing workforce trend analysis (from env. Scan).	Y/N
2.3b	Review and revise the program review template and process	Y/N
2.3c	Identify modality preferences in cluster programs, analyze data, and schedule offerings accordingly.	Y/N
2.3d	Establish and expand experiential learning opportunities* *represents apprenticeships and internships	<ul style="list-style-type: none"> <li>Number of Internships in a given academic year</li> <li>Number of apprentices in a given academic year</li> <li>Number of courses incorporating practicum/field placement/project</li> </ul>
2.3e	Identify and bridge gaps in community advisory groups, ensuring consistency in communication, design, and implementation.	<ul style="list-style-type: none"> <li>Establish a baseline of existing groups and audit for membership duplication and possible consolidation as appropriate</li> <li>Number of Business in Industry Team Leadership Model (BILT) boards in place</li> </ul>
2.3f	Strategically expand Prior Learning Assessment opportunities.	<ul style="list-style-type: none"> <li>Complete Audit of Existing programs by 8/21.</li> <li>Initial PLA Webpage will be completed by Dec. 21</li> <li>3 existing academic programs will be evaluated each year as part of the program evaluation cycle</li> <li>3 new academic programs will be developed in a two-year cycle that may include prior learning assessment</li> </ul>
2.3g	Identify, develop, and communicate pathways for stackable credentials	<ul style="list-style-type: none"> <li>Three existing programs will be evaluated each year to identify stackable credentials for an increase of 5% each year.</li> <li>A two-year needs assessment cycle will yield 3 new programs with possible stackable opportunities</li> <li>Web page development for Prior Learning Assessment and Guided Pathways:</li> </ul>

## Strategic Plan

### Empower Students

- 1.1 Enhance student learning.
- 1.2 Engage students in co-curricular activities.
- 1.3 Improve student persistence, completion, and career attainment.

### Optimize Enrollment

- 2.1 Promote our value and identity.
- 2.2 Achieve sustained growth in enrollment.
- 2.3 Provide relevant programs to foster workforce development.

### Elevate Effectiveness

- 3.1 Create and sustain a highly effective work environment.
- 3.2 Advance our use of technology and information
- 3.3 Optimize the use of our campus facilities
- 3.4 Implement effective policies and practices.

### Expand Relationships

- 4.1 Collaborate across the College to promote positive stakeholder communication
- 4.2 Connect with local and extended community supporters.
- 4.3 Explore new and innovative partnerships

<https://www.ocean.edu/wp-content/uploads/2021/01/Ocean-County-College-at-the-Helm-Strategic-Plan-2021-2026.pdf>

# Optimize and Expand Enrollment of All Learners

## Goal 2 Scorecard

<i>KPI or Objective Performance Measure</i>	<i>Target Context</i>	<i>2021 Baseline</i>	<i>2026 Target</i>
<b>Goal 2: Optimize and expand enrollment of all learners</b>			
Total number of credits enrolled each year	increase by 2% each year; 12 month	178,376	196,900
Total headcount enrolled, international	increase to 1000 students	64	1,000
Total non-credit net revenue	Increase by 1% year 1, then 5% YOY; baseline is 2019	\$1,705,000	\$2,093,160
<b>Objective 2.1: Promote our value and identity</b>			
Total number of leads	Increase by 4% each year using a 38% matriculation rate on leads	10,751	13,080
<b>Objective 2.2: Achieve sustained growth in enrollment</b>			
Total credits enrolled, domestic	increase by 2% each year; 12 month, baseline FY2021	176,851	195,258
Total unduplicated headcount		13,213	14,588
Increase number of active international partnerships in Egypt	grow by 2 in years 1-4 and then grow by 3 year 5	1	12
<b>Objective 2.3: Provide relevant programs to foster workforce development</b>			
Credit workforce program enrollment	baseline fall 2020; increase by 2% each year; using Perkins program list	2,622	2,895
Vocational Student Clock hours (non-credit)	increase vocational clock hours by 5% YOY	57,587.50	73,498

Ocean County College, an innovative academic leader, provides affordable, student-centered, high-quality educational experiences that empower diverse learners to succeed. To achieve its mission, OCC invests in and fosters academic, economic, and cultural excellence and ensures financial strength by generating multiple revenue streams, engaging in national and international university and corporate partnerships, and cultivating a technologically progressive and entrepreneurial spirit.