

ACSEM Recommendations

Spring 2024

Introduction

This year, the Advisory Council on Strategic Enrollment Management (ACSEM) explored the following topics:

- among prospective students;
- Reorganization of Enrollment Management department
- Avoiding overwhelming prospective students with uncoordinated communications from different campus units;
- Long Beach College Promise pilot (now known as Promise to the Beach);
- Assessing the effectiveness of different communications in creating engagement;
- Increasing enrollment in low-enrolled majors
- Better predicting which admitted students are likely to come, based on level of engagement.

We request that Enrollment Services report back to the Academic Senate with a timeline and strategy for implementation.

2. Improved Communications and Web Presence

The council recommends that Academic Affairs leadership assigns a task force or committee (new or existing) to organize efforts related to marketing and communications to prospective students about academic programs that is consistent with campus branding and messaging. This task force would include all entities that work with prospective students (e.g., University Outreach and School

Relations, Center for International Education, college advising units, etc.) and work in consultation with academic departments and colleges to address the following:

Ensuring that branding that is consistent across all units;

Going on a road show to colleges and departments to promote the use of common branding across all academic units;

Designing a common template for websites for consistency and ease of navigation;

Creating a centralized toolkit to support communications to prospective students and increase yield;

In consultation with ATS, ITS, and the Center for Usability Design and Accessibility (CUDA), conducting a usability study of department and program websites to address:

- User-friendly design practices
- Consistency across the campus
- Use of one common Chatbot across the campus (currently OCELOT). **a / e 0**