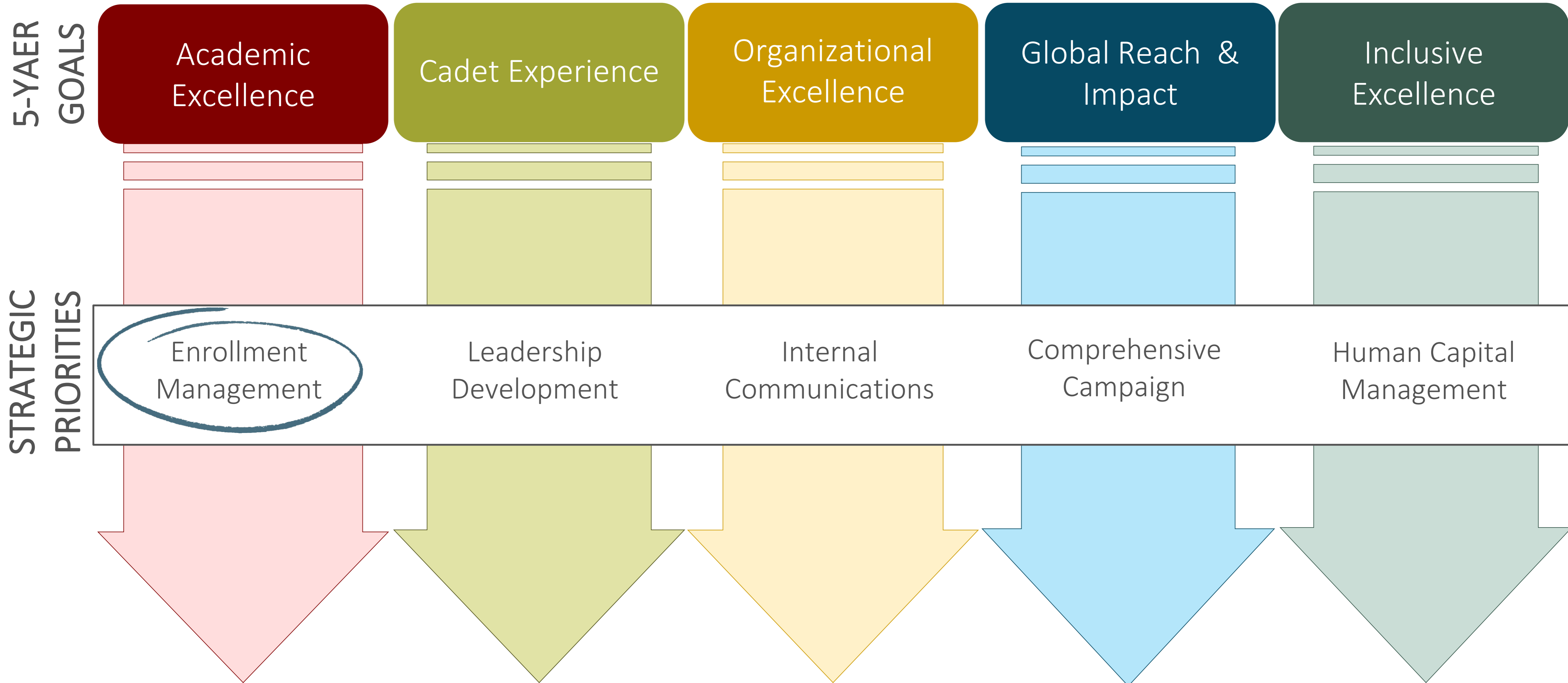


STRATEGIC PLANNING EFFORT, PH II

California State University Maritime Academy



STRATEGIC ENROLLMENT MANAGEMENT

California State University Maritime Academy

RECRUITMENT

RETENTION



- Enrollment Targets
- Marketing & Recruitment

- Admission & Matriculation
- Financial Aid

- Orientation
- First Year Experience

- Curricular & Co-curricular Pathways

- Degree Completion
- Licensure

ENROLLMENT PLANNING TEAM

CADET SUCCESS TEAM

ENROLLMENT MANAGEMENT ORGANIZATION

CAMPUS LEADERSHIP
Cabinet / CLC / Senate Exec

STRATEGIC ENROLLMENT MGT
COMMITTEE
Lori Schroeder, Provost & VPAA, *Co-Chair*
Kathleen McMahon, VPSACD, *Co-Chair*

ENROLLMENT PLANNING
TEAM

CADET SUCCESS TEAM

Working Groups

Working Groups

IR / DATA
MANAGEMENT

COMMS &
MARKETING STRATEGY

