STRATEGIC PLANNING EFFORT, PH II
California State University Maritime Academy

5-YAER GOALS
- Academic Excellence
- Cadet Experience
- Organizational Excellence
- Global Reach & Impact
- Inclusive Excellence

STRATEGIC PRIORITIES
- Enrollment Management
- Leadership Development
- Internal Communications
- Comprehensive Campaign
- Human Capital Management
STRATEGIC ENROLLMENT MANAGEMENT
California State University Maritime Academy

RECRUITMENT

- Enrollment Targets
- Marketing & Recruitment

ONBOARDING

- Admission & Matriculation
- Financial Aid

PERSISTENCE

- Orientation
- First Year Experience

PERFORMANCE

- Curricular & Co-curricular Pathways

COMPLETION

- 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
Working Groups

CADET SUCCESS TEAM
Working Groups

IR / DATA MANAGEMENT

COMMS & MARKETING STRATEGY