

Planning Unit: _____

Date Submitted: _____

Strategic Goal 2: Increase student enrollment and retention rates.

Objective	Action Plan					Justification (Demonstrate need and benefit to AMC)
	*Activities for Implementation	Person(s) Responsible	Activities Timeline	Expected Outcome(s)	Indicators/Metrics	
<input type="checkbox"/> Design and implement effective retention and enrollment management strategies. <input type="checkbox"/> Increase student recruiting efforts that target a variety of markets. <input type="checkbox"/> Provide relevant educational programs and career options that attract a larger student interest. <input type="checkbox"/> Improve communication with students to better understand and address the challenges that lead to low retention rates and increased attrition. <input type="checkbox"/> Ensure that programs and/or services are effectively and efficiently designed and implemented to maximize student matriculation. <input type="checkbox"/> Ensure that the College's physical and fiscal resources are adequate and appropriated in a manner to sustain enrollment increases. <input type="checkbox"/> Plan and implement early intervention programs. <input type="checkbox"/> Other	<p>*Note: Include associated expenses on the "Budget Form."</p>					

Reviewed _____ **Date** _____

Approved _____ **Date** _____