

# CONSENT AGENDA ACTION ITEM

**Governing Board Agenda**

**Meeting Date:** March 24, 2009

<b>Item Number</b>	<b>Item Title</b>	<b>Responsible Agents</b>
V.D.4	Enrollment Management Consultant (RFP) #2872-5	Dr. Maria Harper- Marinick

**Recommendation**

In accordance with the Governing Board Policy it is recommended that the Governing Board approve the engagement of the services of SEM Works for the total sum of \$199,000.00 based on the outcome of a recent Request For Proposals to provide consulting services related to a system-wide enrollment management analysis at the Maricopa Community Colleges and to recommend possible changes and assist, if appropriate in the implementation of those changes. The work would be performed and completed before June 30, 2009.

**Justification**

While some of the Maricopa Community Colleges have experienced growth in enrollment, still others are struggling with soft or gradual declines. These challenges are due in part to changing demographics, increased competition from for other institutions of higher education, and legislative mandates. Additionally, the Maricopa system is committed to increasing student success by improving efforts related to marketing, recruitment and retention of all students.

Therefore a district wide strategic approach to enrollment management that promotes the strengths of each college and the Maricopa system as a whole is required. The ultimate goal is to have a comprehensive strategic enrollment management approach that integrates practices, policies, and planning related to achieving the optimal recruitment, retention, and graduation of students with “optimal” defined by the mission, academic vision, and strategic plan of the colleges and the district.

<b>Funding</b>	<b>Approvals/Certifications</b>
<u>Source:</u> General Fund <u>Account Identification:</u> 110-700-131275-53210	Chancellor _____ Academic & Student Affairs _____ Business Services _____ Human Resources _____ ITS _____ Res Dev & Cmty Relations _____ College President _____