Guided Pathways and Strategic Enrollment Management Alignment

The California Community College Chancellor's Office is currently supporting two major efforts designed to dramatically increase student success, from enrollment to completion: California Community Colleges Guided Pathways (CCCGP) and the IEPI Strategic Enrollment Management Applied Solution Kit (SEM-ASK). Through both CCCGP and the SEM-ASK, colleges can access a comprehensive set of tools, resources, professional development services, and capacity building opportunities to help reframe the way in which they advance student success and optimize enrollments. Fortunately, Guided Pathways (GP) and Strategic Enrollment Management (SEM) align in many mutually beneficial ways, as demonstrated by a side-by-side exploration of four key organizational aspects of each model:

(1) **Purpose:** Why we engage in GP and SEM efforts.

(2) **Guiding Principles:** The core values and beliefs guide GP and SEM decisions.

(3) **Approach:** How GP and SEM are carried out, including methods for designing and developing GP and SEM practices.

(4) **Structure:** The strategies and practices we use to implement GP and SEM.

The table on the next page presents the alignment between GP and SEM. Colleges can use the Alignment table to examine and strengthen the alignment between the two efforts at their college. In addition, the *GP and SEM Crosswalk* offers a deeper dive into the connections between these two models, exploring the intersections between the elements of GP and the components of SEM.

	Guided Pathways (GP)	Strategic Enrollment Management (SEM)
Purpose	• Increase program completion and close equity gaps • Dramatically increase students' pursuit of advanced higher education degrees and certificates, and/or securing of gainful employment	• Improve student success (retention, persistence, and successful completion) and access • Optimize enrollment • Ensure fiscal viability
Guiding Principles	• Centered on student success • Focused on equitable access and student outcomes • Informed by data and information • Adopted as an institutional transformation effort	• Centered on student success • Focused on equitable access and student outcomes • Informed by data and information • Driven by institutional mission

Approach	• Holistic, coherent restructuring to achieve 4 GP Pillars:
	  ○ Clarify paths to student end goals
	  ○ Help students choose and enter a pathway
	  ○ Help students stay on a path
	  ○ Ensure that students are learning
	• Collaborative, cross-functional engagement of all stakeholders
	• Alignment and integration of diverse initiatives
	• Iterative and ongoing
		• Holistic: considers the entire student experience, as well as the institution as an integrated system
		• Inclusive: includes all constituent groups, is collaborative across units, functions, and groups
		• Strategic: implemented as planned and cyclical efforts and aligned to college mission, vision, and goals
		• Targeted Enrollment Groups: focused efforts on key groups of students

Structure	Inquiry • Cross-functional inquiry • Shared metrics • Integrated planning Design • Inclusive decision-making structures • Intersegmental alignment • Improved basic skills • Clear program requirements Implementation • Proactive and integrated academic and student support • Integrated technology infrastructure • Strategic professional development • Aligned learning outcomes • Assessment and documentation of learning • Applied learning opportunities	Foundation • Leadership and Collaboration • Student-Centered Budget • Infrastructure: Policies, Technology, and Facilities Approach • Mission Driven • Data Informed • Targeted Enrollment Goals • Equity Focused Strategies and Practices • Scheduling and Program Pathways • Support and Services • Marketing and Communications • Outreach and SSSP • Success and Completion • Retention and Persistence

A California Community Colleges Guided Pathways & IEPI SEM-ASK Collaboration