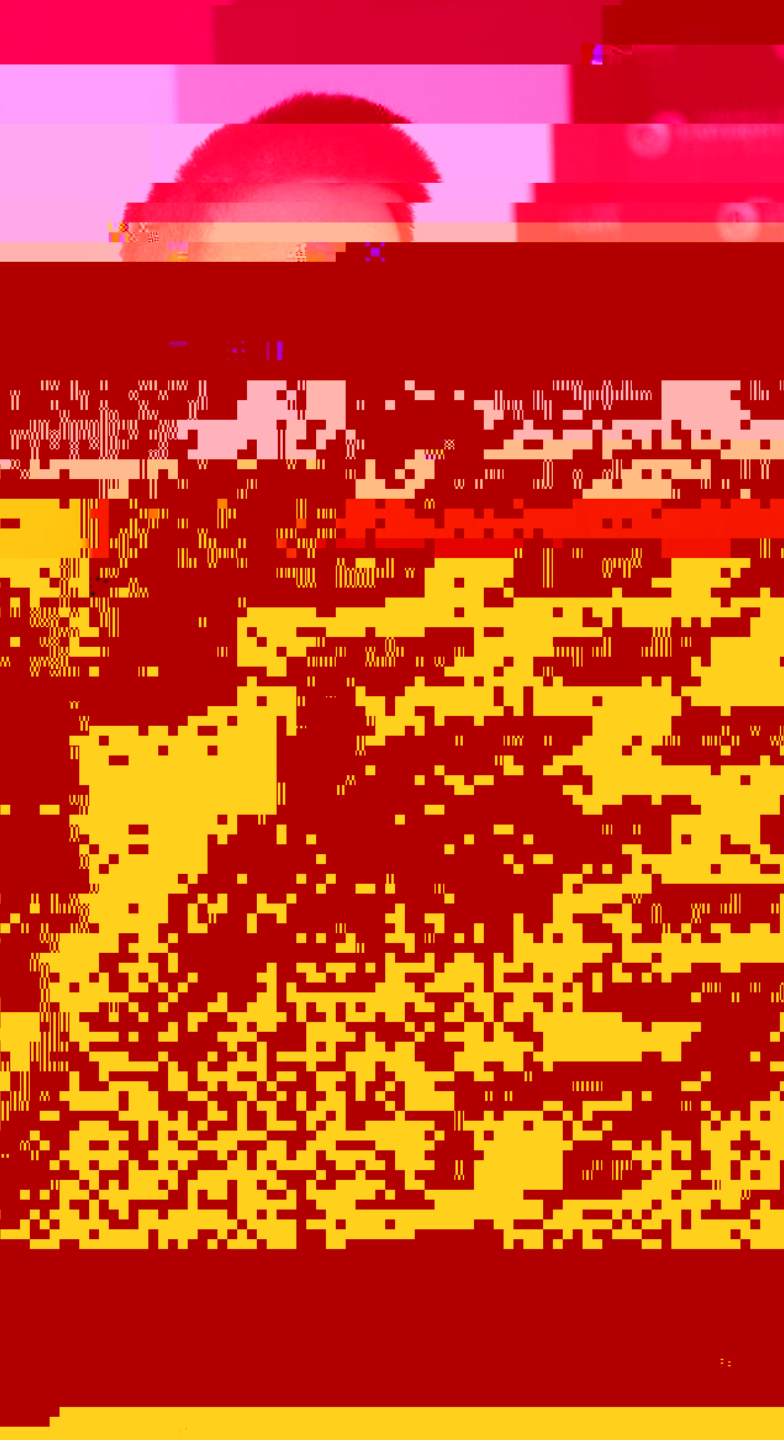


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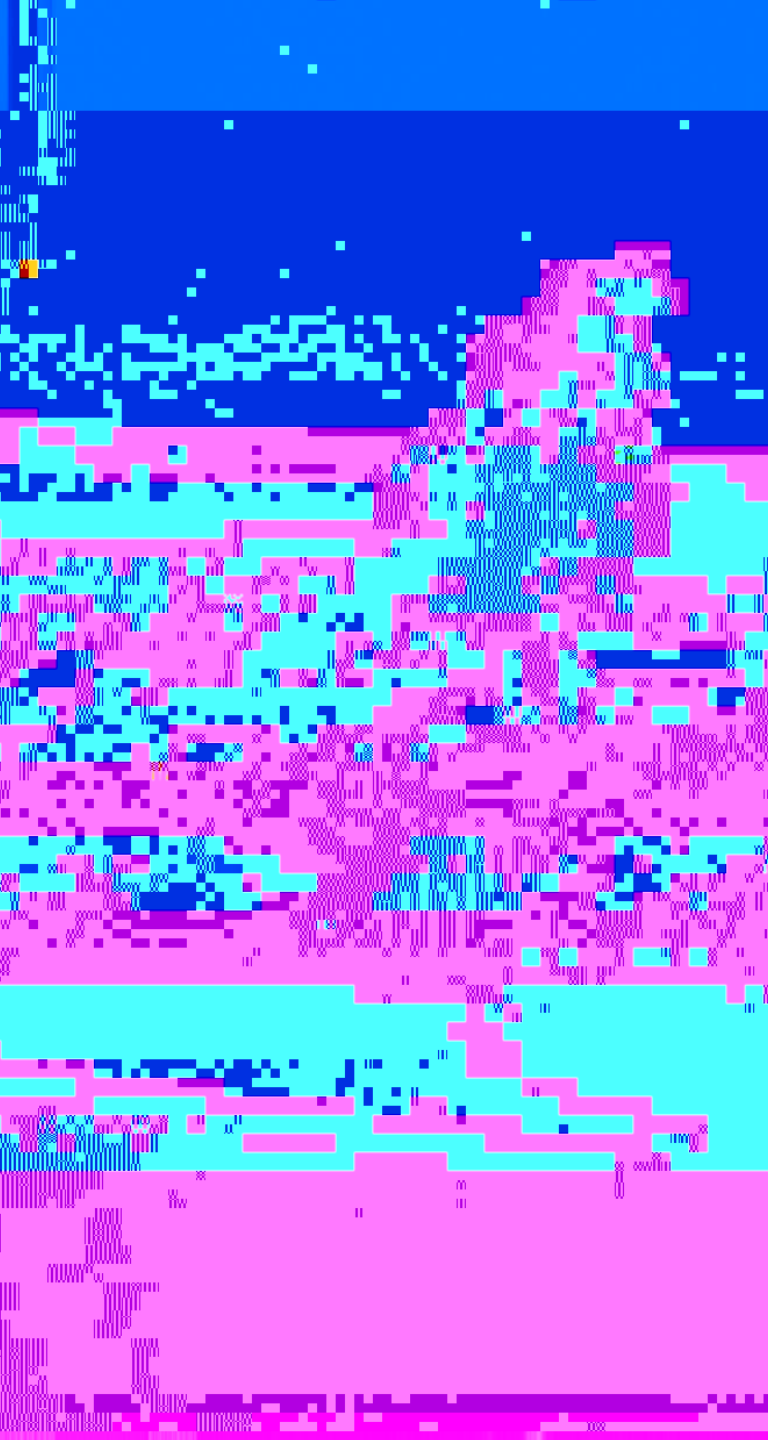






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- 12%+ decline in headcount
- Over 3M Californians with “some college, but no degree”
- Expand enrollment of working professionals

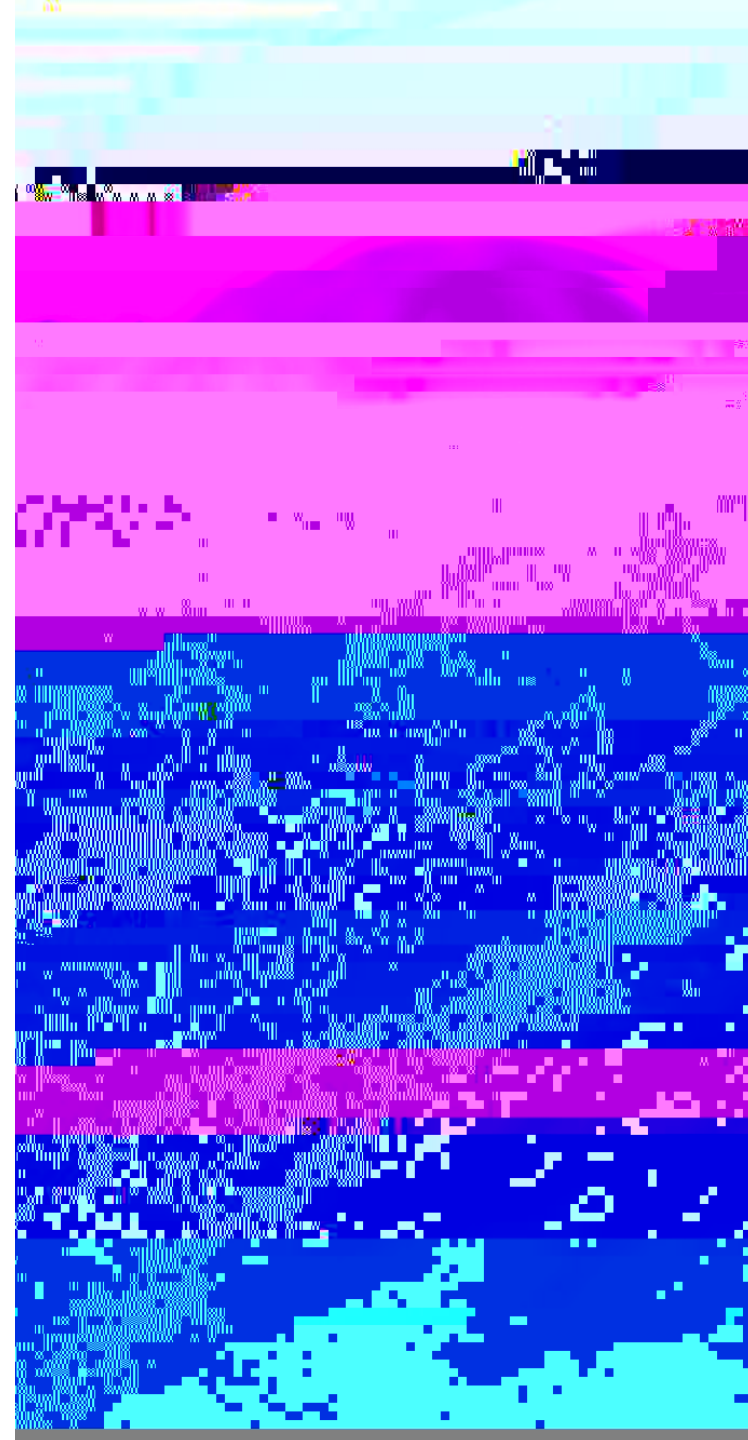


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- Describe the current state
- Identify recruitment strategy to reach the target segment
- Explore working with large employers
- Identify associate/certificate holders to articulate a route into a degree
- Assess current student services for working professionals
- Suggest where in the university we can host support of

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	Date	Duration
1	Feb 1	1 hours



Self-Support™ Ji' L' i tZŠdi'

Self-Support special session programs provide flexible solutions for degree-completion, post-bac certificate and graduate programs to expand the University's portfolio. The Portfolio serves an additional

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Professional and Continuing Education [PACE]

Open University
Certificates (career enhancement & career changer)
Skills development (extension credit and non-credit)
Regional Training

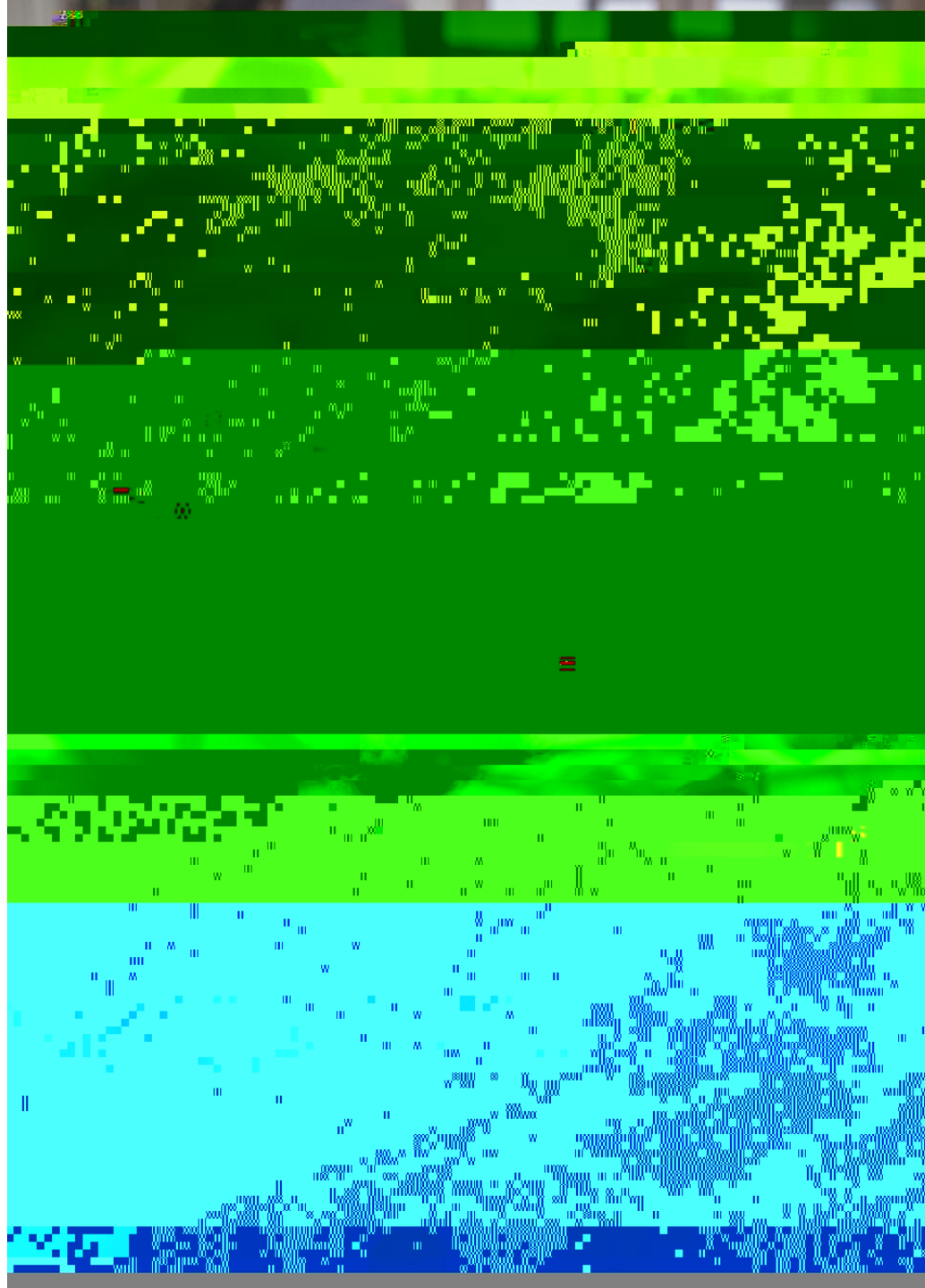
Current Portfolio:
Chemical Dependency Studies
Pharmacy Technician
Recreation Therapy

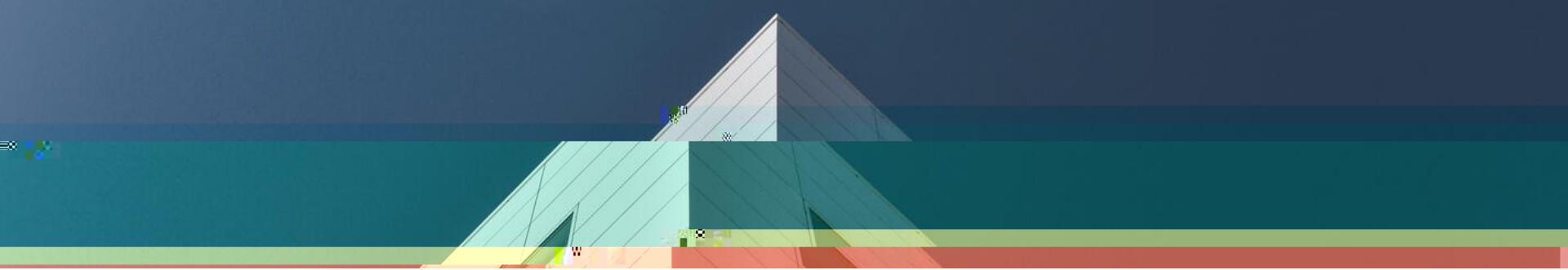
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Fact: We currently recruit/support working professionals to complete a degree through an undifferentiated model

Fact: UE provides a coordinated approach for working professionals pursuing a non-degree program

Conclude: We could benefit from a differentiated/personalized model to serve





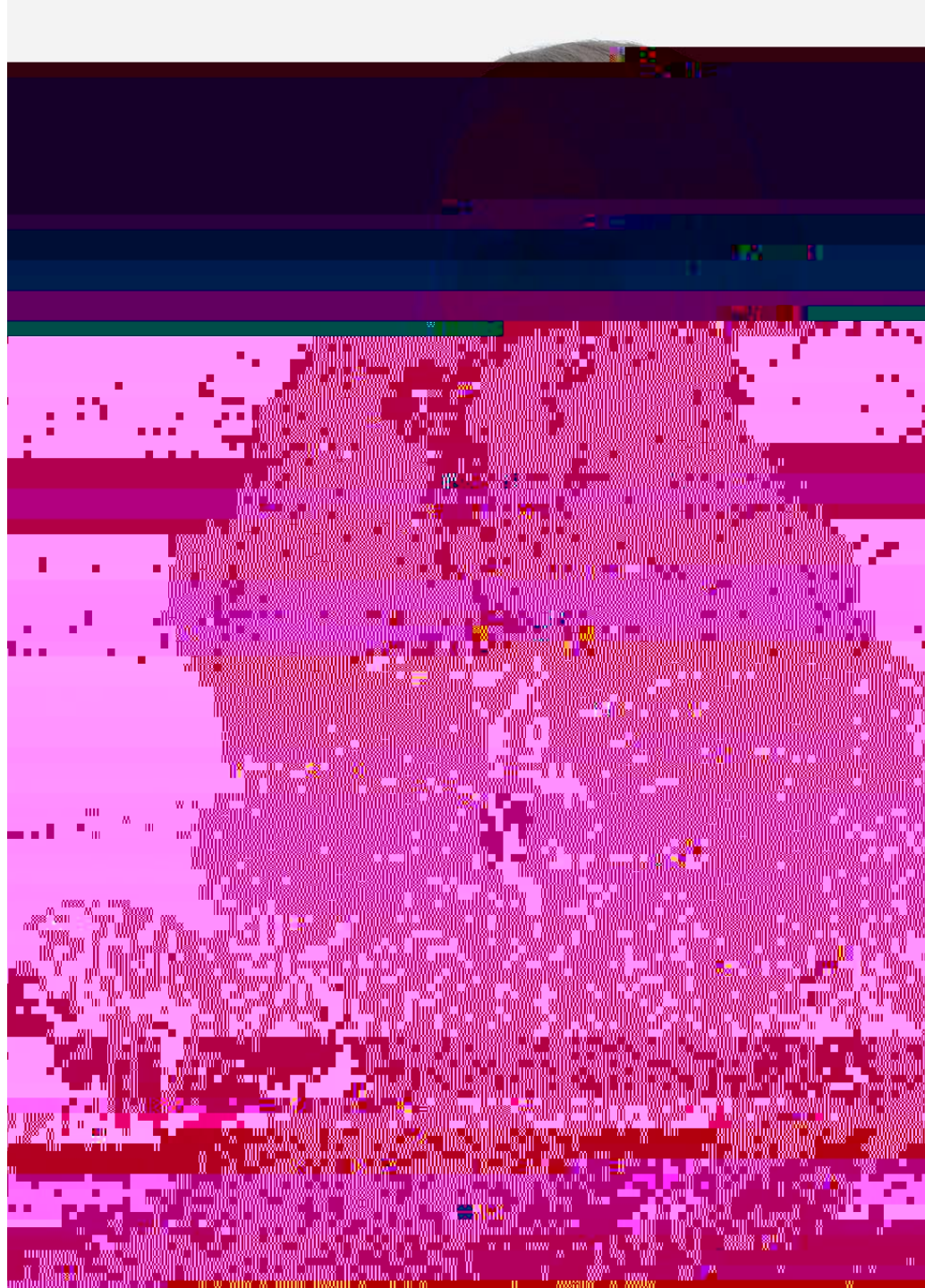
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Leverage our overall branding initiative to target/recruit and serve working professionals

Collaborate with the CCMO to design recruitment campaigns (e.g., community events) for a specific segment (e.g., entertainers)

Invest in a labor market research service (e.g., Lightcast) to enhance data-informed programming

Invest in a CRM (e.g., Salesforce) to streamline/manage the student life-cycle





Office of the Chief of Staff

- S. Create a prospective WPs landing page with built-in case management (CRM) ...
- M. To provide a frictionless experience with established turnaround on support/service
- A. CCMO is committed to a new/unique landing page, and has experience building such a page
- R. Multiple recruitment/marketing channels will lead to "one stop" page for WPs
- T. Launch minimum viable page by Aug 1, 2023, with full redesign/service and UI by July 30, 2024

- R. CCMO in collaboration with VPSA (Outreach)
- A. VPUA, CIO & VPSA (Outreach)
- C. College Dean (Program Coordinator)
- I. President (Cabinet)

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Identify regional partners to support brand and program awareness

Develop a list of potential regional partners (e.g., Kaiser, Clorox)

Leverage companies that we currently have relationships with (e.g., internships)

Leverage alumni network

Pilot partnership with Amazon



Strategic Plan 2024-2028

- S. Leveraging the university's physical locations as well as online presence to create and implement a dedicated strategy to serve large employers ...
 - M. To increase the number of partnerships and regional students/employees
 - A. Hire or adjust current staff/responsibilities to achieve established measurable outcomes
 - R. Build a sustainable model to increase access and serve the community
 - T. Design and launch unit before June 30, 2024
-
- R. VPUA (Corporate Partnerships)
 - A. VPUA, VPFA (Student Finance)
 - C. AVPUE, Dir, Ctr Community Engagement, VP SA
 - I. College Dean (Program Coordinator)





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Pilot the assignment of SA enrollment and outreach staff to a college/department coordinator

Design/implement ease of entry requirements (e.g., no application fee) such as Memphis's Fresh Start Initiative

Design/implement payment plans for working professionals (financial aid/scholarships combination)

Align advising hours and services with WP student needs

Invest in a commuter student lounge (space, website, food, shower) (See [Resolution](#) from ASI)

Invest in family-friendly and life-long educational partner

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- S. Create and implement a model to provide a personalized/concierge experience ...
- M. To optimize benchmarked access and student success (retention, learning, completion & post-completion)
- A. Orchestrate a culture-shift of the current mindset (e.g., move to concierge services)
Create a separate central unit to serve WPs
Create a small unit within each College to serve self-support, including WPs
- R. Build a sustainable/flexible model to increase access and serve the community
Balance use of technology with personal service
- T. Collaborate with the CBE to pilot a small concierge unit to serve self-support (including WPs) within one year
Design and implement personalized experience by July 1, 2025/26

- R. SA, UE
- A. VPSA, AVPUE, Dean CBE
- C. UE, CSUs (high-impact/best practices) Deans
- I. All

Charge to the Task Force on Military and Professional Service

The goal of the Task Force was to answer the charge. We proposed practical and pragmatic ways forward. However, we uncovered additional concerns/issues to successfully implement a recruitment and service campaign for working professionals. For example,

We need a clear process, including a budget, to open each program to working professionals. We need to explore/design/implement a system to award credits for prior work experience (PLA (PLA [e.g. military service])).

Hence, we recommend the option to re-engage this Task Force to help with the implementation of recruitment and service to working professionals.



