

## ESL 2011-12

### Increase international and resident ESL enrollment

#### Summary:

Enrollment patterns and community demographics appear to be shifting. Student FTE is decreasing, at lower levels and increasing at upper levels.

ESL will create a plan and increase marketing and outreach to increase enrollment and meet resident ESL need.

ESL and International Student Programs will work together to increase international ESL enrollment to support growth of international student enrollment.

ESL and International Student Programs will work together to determine sustainable means to appropriately staff a growth in resident and international enrollment.

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#### Questions and Answers

**How is the initiative linked to the Unit Plans most recently submitted?**

1. How does it continue the achievement of those goals?
2. If this is a continuation of an initiative started last year, make sure that relationship is clear.

**How is this initiative linked to the efficiencies and productivities plans you had last year?**

1. How does it continue the achievement of these plans?
2. If this is a continuation of an efficiency or productivity plan started last year, make sure that relationship is clear.

**Describe the resources needed:**

demographic information about community patterns

increase in faculty FTE as student FTE grows

**What specific measurable program outcomes do you expect to achieve with this initiative? The outcomes should be specific enough to be measurable. Also, outline the method that will be used to determine the results.**

**Department Priority:**

4

**Unit Resources:**

Time to focus on change will continuing to serve students

Faculty, administrative coordinator, student services specialist, lead student services specialist

[Funding Request: Carl Perkins](#)

[Funding Request: Curriculum Development](#)

[Funding Request: Technology Fee](#)