**Increase Enrollment/ Access**

**A1. Targeted Enrollment for Specific Populations!! Overall 20%**

**Data:**

* Male Enrollment 38% VS 50%
* 50+ enrollment 3% VS 37%
* Others (no data) near completion, STEM, non-trad gender

**Resources Needed:**

**No Budget Needed**

* Shift the way we talk
* Recruiting in new areas to our target groups

**Budget Needed**

* Marketing budget
* Recruitment resources/support

**A2: Create Online Division!! Online 30%**

**Data:**

* 36% take at least 1 online course
* 11% are exclusive online students

**Resources Needed:**

**No Budget Needed**

1. Professional development day: Educate GC employees about all the online programs/courses we offer.
2. Jake/Frances identifying online usage by program.
3. Spread awareness of online availability to service area & utilize recruiters.
4. Home base college for Veterans.

**With Budget:**

1. Leadership/coordinator
2. Specific marketing budget

**A3. Increase range & type of programs offering to specific groups!! Non-credit 20%**

**Data:**

* + - 50+ 19% VS 37%
    - Male 39% VS 50%