

## 6. External Factors *(see Handbook for additional information)*

**A. Opportunities:** *Current trends and events occurring **outside** the department that, if taken advantage of, are likely to have a positive effect on its long-term success. Examples may include: realistic training opportunities; industry trends; revenue-generation opportunities; development of new tools or technology to help manage workload.*

The current trend that is most evident in California Community Colleges (and in colleges and universities across the nation) is the increasing importance of an organization's website in its ability to illustrate the relevance/importance of its academic program offerings, and its overall public image. Most prospective students do their research about which college to attend, and which academic programs to enter, on the Internet. The weaknesses identified above in 5.B. are where significant opportunities exist to enhance the public image of the college, and improve the effectiveness of the website.

**B. Threats:** *Current trends and events occurring **outside** the department or program that could jeopardize its success represent potential threats. Examples may include: state, regional, or institutional economic/budget climate; loss of support services; seasonal fluctuations in workload.*

The current trends or problems outside of the PIO that could jeopardize the success of the department (and ultimately the college) are: 1) BCC's current Enrollment Management practices and procedures; and 2) the State and Federal focus on "pay for performance" that will make it difficult for BCC to provide all of the higher education services that are needed in this rural district. Our lack of a current college catalog, late class schedules, unreliable data, and lack of up-to-date Banner software and reporting tools are examples of the inefficiencies of our current Enrollment Management practices. Up-to-date and accurate, reliable Enrollment Management information and practices are important/vital systems in successful colleges. If ours is not a well-functioning system, it will be a significant impediment to student success which is the metric that the State and Federal governments are planning to use to allocate future funding. The current emphasis that the district has placed on improving the Enrollment Management system and processes is reflected in the current BCC Strategic Priorities document as Strategic Priority #1, Goal #1, activities 1 and 2. Rectifying current problems in Enrollment Management will significantly improve our Student Success statistics and will dramatically impact our public image and reputation.