Our Mission

The mission of College of Alameda is to serve the educational needs of its diverse community by providing comprehensive and flexible programs and resources that empower students to achieve their goals.
"Arguably, for effective enrollment management to occur, critical elements must be present. While not exhaustive, the following list contains elements that are necessary for successful enrollment management:

leadership, teamwork, strategic planning, comprehensive programming, knowledge about the competition, critical timing, accurate, secure and available data along with appropriate support systems, clear and workable strategies, and the necessary resources."

Orehovec and Ingold
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"True enrollment management is a concept and a process. Organizational reporting structures become transparent while integration efforts between offices and divisions work synergistically to improve services and allow the strategic management of the enrollment process. Enrollment is a 'cradle to grave' process that starts at the first point of student contact (the prospect) and continues to and through graduation."

Orehovec and Ingold