

Strategic Enrollment Management (SEM) Planning



Education That Works



Agenda

- Overview of SEM
- Work done to date
- Next steps

Who?

- Jennifer Anderson
- Shalee Hodgson
- Jason Kovac
- Jim Martineau
- Lisa Anh Nguyen
- Tara Sprehe

SEM Is...

- Mission driven
- Strategic and intentional
- Data driven
- Goal driven
- Practical and tangible

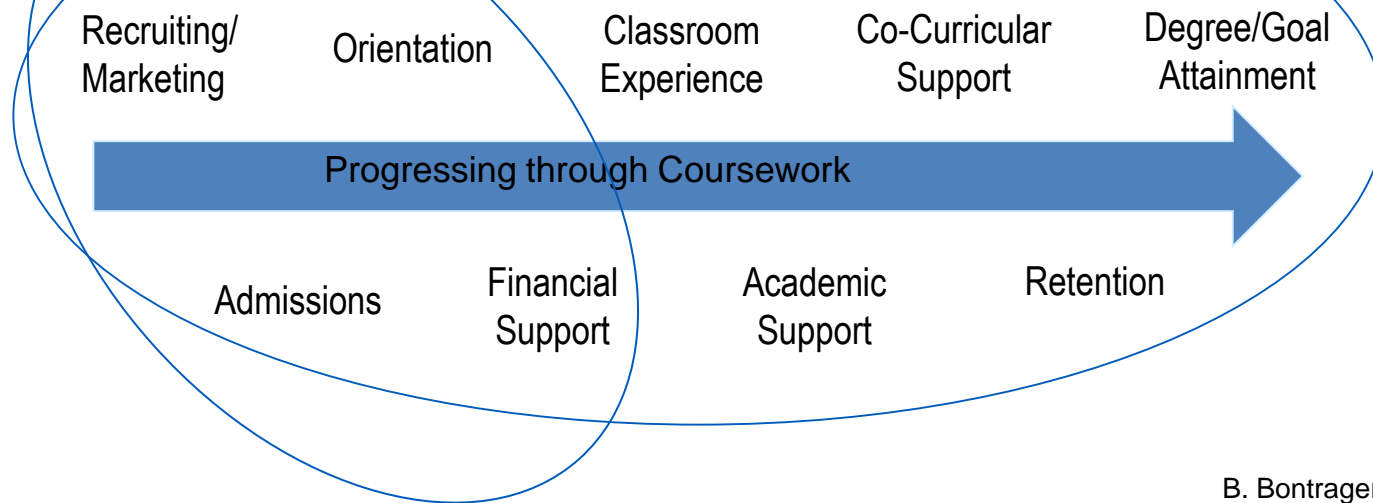
What SEM Does...

- Sets comprehensive enrollment targets and goals
- Leads to enrollment and retention strategies
- Strengthens internal and external communication
- Increases campus collaboration

What SEM Isn't:

- A quick fix or silver bullet
- An enhanced admission or marketing operation plan
- A recruitment plan
- An administrative function separate from the academic mission
- An overnight process

SEM Planning: Across the Student Lifecycle



B. Bontrager

So, Why?

A SEM plan helps us:

- Understand our internal and external environment
- Message appropriately to audiences
- Set priorities
- Be sustainable in revenue generation
- Focus (initiatives, projects, marketing)
- Plan for ebb and flow of economy/enrollment changes

SEM Is Achieved By:

- Creating a **data-rich** environment to inform decisions and evaluate strategies
- Establishing clear goals for the number and types of students needed to fulfill our **mission**
- Promoting institutional success by enabling effective strategic and financial **planning**

SEM Is Achieved By:

- Identifying, evaluating, and modifying enrollment goals and strategies in light of **internal and external** forces
- Promoting students' **academic success** by improving access, transition, persistence, and completion

Plan Development

Milestone	Date	Status
Communicate, involve multiple stakeholders early and often	Fall, winter, and spring 2018-19	In progress
Identify components of plan	Fall 2018	Completed
Review mission fulfillment and strategic priorities	Fall 2018	Completed
Look at key enrollment indicators (lagging)	Fall 2018	Completed
Compile new information (what is missing)	Winter 2019	Completed

Plan Development

Milestone	Date	Status
SEM Environmental scan/data collection and analysis	Spring 2019	Almost completed
Review work to date w/deans	May 2019	Completed
Set preliminary enrollment targets	Summer 2019	
Review preliminary targets	Fall 2019	
Develop strategies and tactics	Fall and Winter 2019/2020 – Campus-wide involvement	

Questions