

Strategic Enrollment Management Annual Report for 2017-18

1 STATEMENT OF PURPOSE

The Strategic Enrollment Management Committee (SEM) analyzes trends and uses data to set enrollment targets and manage initiatives that lead to optimum recruitment, enrollment, and retention of students. The committee was split into four subgroups: Enrollment Data, Retention & Completion, SAI Points, and Recruitment & Outreach.

2 LIST OF MEETING DATES

SEM subgroups generally meet one Wednesday each month year-round at 1pm in the President's Conference Room (PCR). Emergency meetings may be called by the Chair at the request of any member or at the discretion of the Chair.

Subgroup meetings of SEM during the 2017-18 Academic Year were held on:

| | | |
|--------------------|-------------------|----------------|
| July 5, 2017 | November 8, 2017 | March 14, 2018 |
| July 19, 2017 | November 15, 2017 | March 21, 2018 |
| August 16, 2017 | December 6, 2017 | April 4, 2018 |
| August 30, 2017 | December 13, 2017 | April 17, 2018 |
| September 6, 2017 | January 3, 2018 | April 25, 2018 |
| September 20, 2017 | January 10, 2018 | May 2, 2018 |
| September 27, 2017 | January 17, 2018 | May 9, 2018 |
| October 4, 2017 | January 24, 2018 | May 16, 2018 |
| October 11, 2017 | January 31, 2018 | June 27, 2018 |
| October 18, 2017 | February 7, 2018 | |
| October 25, 2017 | February 14, 2018 | |
| November 1, 2017 | March 7, 2018 | |

Copies of meeting agenda and minutes can be found on the College's Public Folder under SEM (<P:\Strategic Enrollment Management Committee\Agendas & Minutes>)

3 LIST OF COMMITTEE MEMBERS

Members of SEM are volunteers and represent a broad cross section of major divisions at the college: Student Services, Instruction, Administrative Services, and College Advancement.

| | |
|------------------------------|---|
| Student Services | Ruby Hayden (Co-Chair) Chris Harter Jaime Sterio Casey Melnrick Amber Hisatake Larisa Akselrud Katie Viola Meisha Wangerin April Ake (Recorder) |
| Instructional Administration | Elliot Stern (Co-Chair) Kim Infinger Doug Emory Mike Potter Suzy Ames Jamilyn Penn Melissa Curtis David Rector Vicki Chew |
| Administrative Services | Bill Thomas |
| Instructional Faculty | Peter Welty Hallie Pritchett Robin Huesca |
| Institutional Advancement | Leslie Shattuck Alisa Shtromberg |

4 SUMMARY OF ACCOMPLISHMENTS / ACTIONS / ACTIVITIES FOR THE YEAR

SEM's accomplishments for the 2017-2018 academic year include:

Activity/Strategies related to optimum recruitment

1. Continued collaboration between Marketing and Outreach teams
 - a. Removing barriers from Bachelor applications based on feedback from SEM subgroup
2. Provided oversight and support for annual open house
3. Collaboration and feedback on marketing campaigns

Activity/Strategies related to optimum enrollment

1. Continued "SEM liaisons" where a SEM member would meet with faculty in low enrolled programs to identify barriers to enrollment.

Activity/Strategies related to optimum retention

1. Worked alongside IR to create persistence dashboards on Tableau
2. Created leading indicators to determine potential programs in need of support

5 MAJOR GOALS FOR THE UPCOMING YEAR

SEM will be relooking at its structure and focus for the year after it is discussed at the Executive Cabinet retreat on July 31, 2018.