# Strategic Enrollment Management (SEM)

Overview of SEM and the AACRAO Readiness Assessment

Stacy Maestas, Registrar

# SEM Core Concepts

*Strategic Enrollment Management (SEM) is a "a comprehensive and coordinated process that enables a college to identify enrollment goals that are aligned with its multiple missions, its strategic plan, its enrollment, and its resources, and to reach those goals through the effective integration of administrative processes, student services, curriculum planning, and market analysis." (Kerlin 2008, 11.)*

- *SEM Core Concepts: Building Blocks for Institutional and Student Success –* Chapter One: What is SEM?

# SEM at LCCC

- Strategic Plan Focus Update – 2018 to 2020

  - Strategic Enrollment Management Planning

    - LCCC will develop a comprehensive and coordinated process to identify enrollment goals aligned with the optimal recruitment, retention, and success of our students. SEM planning will focus on the effective integration of administrative processes, student services, curriculum planning, and market analysis to reach our student enrollment and completion goals in a constantly changing and competitive environment.

      - SEM Readiness Assessment in AY 2018/2019
      - SEM Master Planning in AY 2019/2020

# SEM Readiness Assessment

- Contracted with American Association of Collegiate Registrars and Admissions Officers (AACRAO) for the assessment
  - Readiness Assessment scheduled for May 6 and May 7, 2019
    - Dr. Coleman (Colm) Joyce
      Vice President of Enrollment and Student Service
      University of Western States
      AACRAO Consultant
  - Colm will meet with various constituency groups on campus during the on-site visit
  - We plan to have at least one, maybe two, SEM Workshops that will be open to anyone on campus

# SEM Readiness Assessment

- Preparing for the on-site visit
  - Collecting and providing requested materials
    - Strategic Plan
    - Guided Pathways
    - Environmental scans
    - Recruitment materials, strategy, and territory management plans
    - Communications to prospective studies
    - Retention and completion data for the last three years
    - Descriptions of all technology – Recruit, Colleague, EAB, etc.

- Deliverables
  - Preliminary observations and recommendations at end of visit
  - Narrative report within four weeks of on-site
  - Follow up two to three months post on-site to check status of implementation of the recommendations and to address any questions

# SEM Master Planning

- When is the ideal time to start our official SEM Master Planning?
  - We are requesting Colm's recommendation and insight as part of his final report.
    - 2019 – 2020?
    - 2020 – 2021?
  - How does our SEM planning align with Guided Pathways?
  - What are the dependencies between Guided Pathways and SEM Planning that we need to acknowledge?
  - Resources?

- SEM Team
  - Stacy Maestas, Co-Chair
  - TBD, Co-Chair
  - Julie Gerstner, Project Manager
    - Team members to be determined
    - Develop Project Charter