



# Strategic Enrollment Management Overview

January, 2022

# What is SEM?

- Strategic Enrollment Management is a comprehensive and coordinated process that enables a college to identify enrollment goals that are aligned with its mission, its strategic plan, its environment, and its resources, and to reach those goals through the effective integration of administrative processes, student services, curriculum planning, and market analysis. (Christine Kerlin)



# SEM

- The Strategic Enrollment Management Plan (SEM) project is foundational to Goal 2 of LCCC's 2030 Strategic Plan. This project will provide the college with a plan to set enrollment and retention goals for the duration of the strategic plan.
- The project will identify key enrollment indicators that will focus on areas we want to improve and grow, and it will provide a foundation for ensuring strategies and tactics are purposeful and directly related to the outlined enrollment and retention goals for the college.



# SEM Planning Framework



# SEM

- Steering Committee
- Regular meetings beginning September
- Project Charter
- Key Enrollment Indicators / Key Performance Indicators (KEI / KPI)
- Project Sub-Committees



# SEM Steering Team

- Co-Leads
  - Melissa Stutz
  - Lisa Trimble
  - Stacy Maestas
- Team Members
  - Sarah Hannes
  - Amanda Brown
  - Dave Curry
  - Tracy Perko
  - J O'Brien
  - Sarah Smith
- Project Manager
  - Julie Gerstner



# SEM Sub-Committee Recruitment

- Co-Leads
  - Blake Paintner
  - Sarah Hannes
- Team Members
  - Amanda Brown
  - J O'Brien
  - Adam Keizer
  - Justin Joiner
  - Diana Newman
  - Jamie McKim
  - Sam Graham



# SEM Sub-Committee Retention

- Co-Leads
  - Stacy Maestas
  - Alex Barker (Caitlin Cox)
- Team Members
  - Tracy Perko
  - Meghan Kelly
  - Trent Morrell
  - Zac Roehrs
  - Sarah Hannes



# SEM Sub-Committee Marketing

- Co-Leads
  - Lisa Trimble
  - Justin Joiner
- Team Members
  - Dave Curry
  - J O'Brien
  - Sarah Hannes



# SEM Sub-Committee Data

- Co-Leads
  - Sarah Smith
  - Stacy Maestas
  - Alli McCown
- Team Members
  - Diana Newman
  - Melissa Stutz



# KEI / KPI

- Entry Indicators
- Progress Indicators
- Success Indicators
- Affordability Indicators
- Facilities & Resources Indicators



# KEI / KPI – Entry Indicators

1. **Number of Suspects:** How many people that are initial contacts from lists we either purchase or obtain? (LCCC is reaching out to people.)
2. **Number of Prospects:** How many intentional inquiries from potential students? (People are reaching out to LCCC.)
3. **Number of Applicants:** How many intentional applications?
4. **Student Enrollment:** How many students actually enroll?
5. **Yield Rate:** What percentage of applicants actually enroll?
6. **Transfer Rates:** How many students who apply and are accepted are transferring from other institutions?
7. **Year-Over-Year Enrollment:** Compare point-to-point enrollment data to make year-over-year comparisons.
8. **Recruitment Marketing:** Measure the success of each targeted marketing campaign.



# KEI / KPI – Progress Indicators

- 1. Retention Rates:** What percentage of students return for the next semester?
- 2. Persistence Rates:** What percentage of students persist to the next term or graduate?
- 3. Course Success Rates:** Monitor selected course completion rates.
- 4. College Credit Accumulation:** Percentage of students making expected progress, particularly in Core Courses (e.g., 24/30 credits in first year, Math and English completion in the first year, etc.)
- 5. Student Engagement:** The number of students who study abroad, live on campus, athletics, participate in student organizations, SGA etc.; SENSE benchmarks of Early connections, High expectations and aspirations, Clear academic plan and pathway, Effective track to college readiness, Engaged learning, Academic and social support network



# KEI / KPI – Success Indicators

- 1. Graduation/Transfer Rates:** The percentage of degree or certificate seeking students who graduate and/or successfully transfer within 150% of the expected time.
- 2. Transfer Rates:** The percentage of students earning an AA/AS degree that successfully matriculate at a four-year institution the semester after graduation.
- 3. Success After Transfer:** The percentage of AA/AS graduates who transfer and complete a four-year degree within three years after transferring.
- 4. Graduate Job Placement:** The percentage of graduates earning an applied credential that are successfully employed in their field of study within six months after completion.
- 5. Graduate Earnings:** The median wage of graduates earning an applied credential who are successfully employed after completion.



# KEI / KPI – Affordability Indicators

- 1. Cost of Attendance:** Including tuition and fees, books and supplies (including access codes), housing and food, personal expenses, and transportation.
- 2. Non-Loan Aid (Student Financial Aid Percentage):** The percentage of credential-seeking students who receive non-loan grant aid (e.g., federal, state, institutional, etc.).



# KEI / KPI – Facilities & Resources Indicators

- 1. Section Fill Rates:** Identify the number of enrollments for each section of each course (may help with forecasting schedules).
- 2. On-Campus Housing:** Know the lifestyle of your students to influence future campus upgrades.
- 3. Commuters:** Know the lifestyle of your students to influence future campus upgrades.



# SEM – Next Steps

## SEM Planning Framework



# SEM – Next Steps

- Sub-Committee Teams Meet Starting January
- In-Service
- Complete Mini-Charter
- Data Collection and Analysis
- Strategic Enrollment Goals
- Share Goals
- Strategies
- Tactics



# Example

- Example for Recruitment
- **Goal 1:** Increase enrollment of SPECIAL POPULATION (i.e. adult students, determined by data analysis) by 2% by 2023.
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- **Strategy 1:** Assess the needs of SPECIAL POPULATION (adult students).
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- **Tactic 1:** Conduct a survey and/or focus group to determine preferred course and service needs and modality for SPECIAL POPULATION (adult students).



# SEM Timeline

- Final Plan with Goals, Strategies, and Tactics by end of Spring semester – may go into summer.



# •Questions / Discussion



•THANK YOU!

