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Update on Strategic Enrollment Management (SEM) Planning

Presented to the LCCC Board of Trustees
Friday, January 6th, 2023





Strategic Enrollment Management

What is Strategic Enrollment Management (SEM)?

“A comprehensive process designed to help an institution achieve and maintain the optimum recruitment, retention and graduation rates of students, where optimum is defined in the academic context of the institution.”

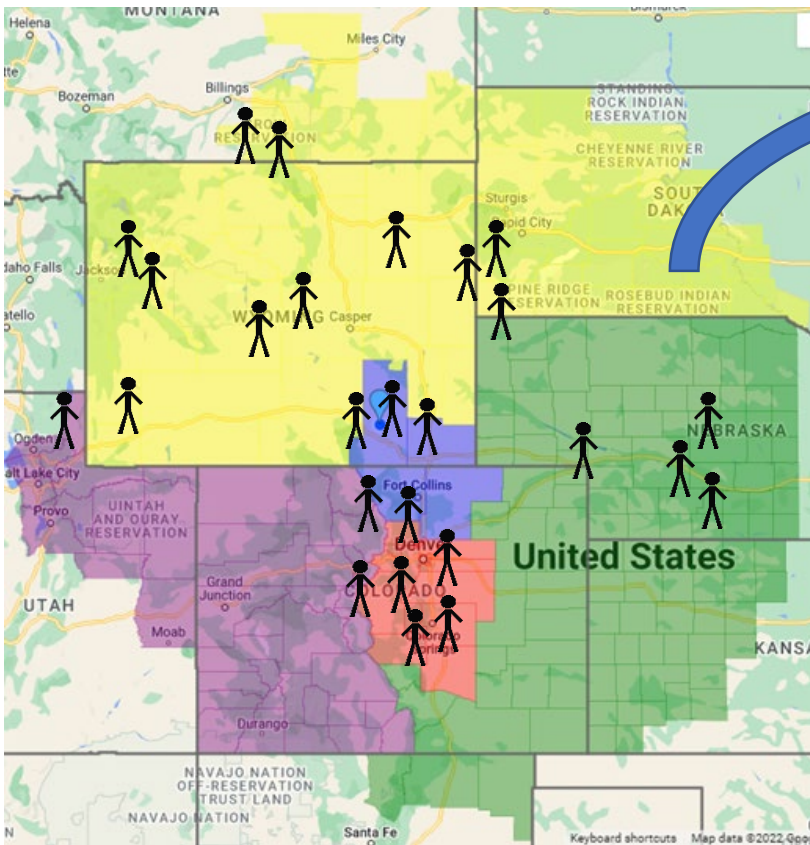
A SEM Plan is our blueprint for how we implement this process.



Key Concepts

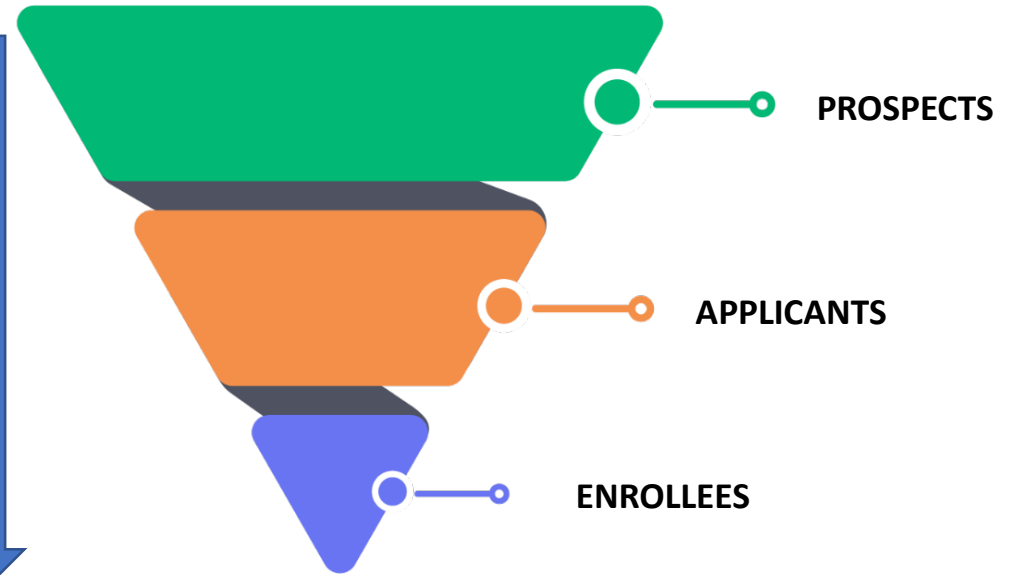
- **MARKET** - A defined population of individuals, often determined by geographic or demographic criteria, that is comprised of likely suspects for recruitment.
- **SUSPECT** - An individual within a target market that fit characteristics suggesting they have the potential to become a student at LCCC.
- **PROSPECT** - An individual who has acted to engage with LCCC, providing enough information to allow for customized, direct communication to them from the College.
- **APPLICANT** - An individual, often a prospect, that completes and submits an application for admission to LCCC. NOTE: some individuals will start their engagement with LCCC as an applicant.
- **ENROLLEE** - An applicant that has successfully registered for courses at LCCC.
- **CONTINUING STUDENT** - An enrolled student that continues to stay enrolled, persisting from semester to semester until completion of an educational goal.





2) ENGAGE

3) CONVERT



1) IDENTIFY

4) RETAIN

Semester 1

Semester 2

Semester 3

Semester 4



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Environmental Scan

- *What is an environmental scan (ES)?*
 - Ongoing tracking of trends and occurrences in an organization's internal and external environment that bear on its success, currently and in the future.
 - Effective environmental scanning examines both quantitative and qualitative changes.
 - The results are extremely useful in shaping goals and strategies for the organization, and specifically, LCCC's SEM.
 - Utilizing an ES allows LCCC to employ multiple points of information to make meaningful data informed decisions.



Environmental Scan

- Covers two perspectives from the college's vantage:
 - Internal
 - Includes internal issues and trends that are inherent to the institution
 - Budget issues, enrollment fluctuations, retention, completion, fundraising...
 - Clarifies constraints and resources
 - External
 - Includes external factors that are not within the control of the college
 - Demographics, politics/policy, economies, technology, current research...
 - Clarifies the area of operations for marketing and strategic enrollment activates



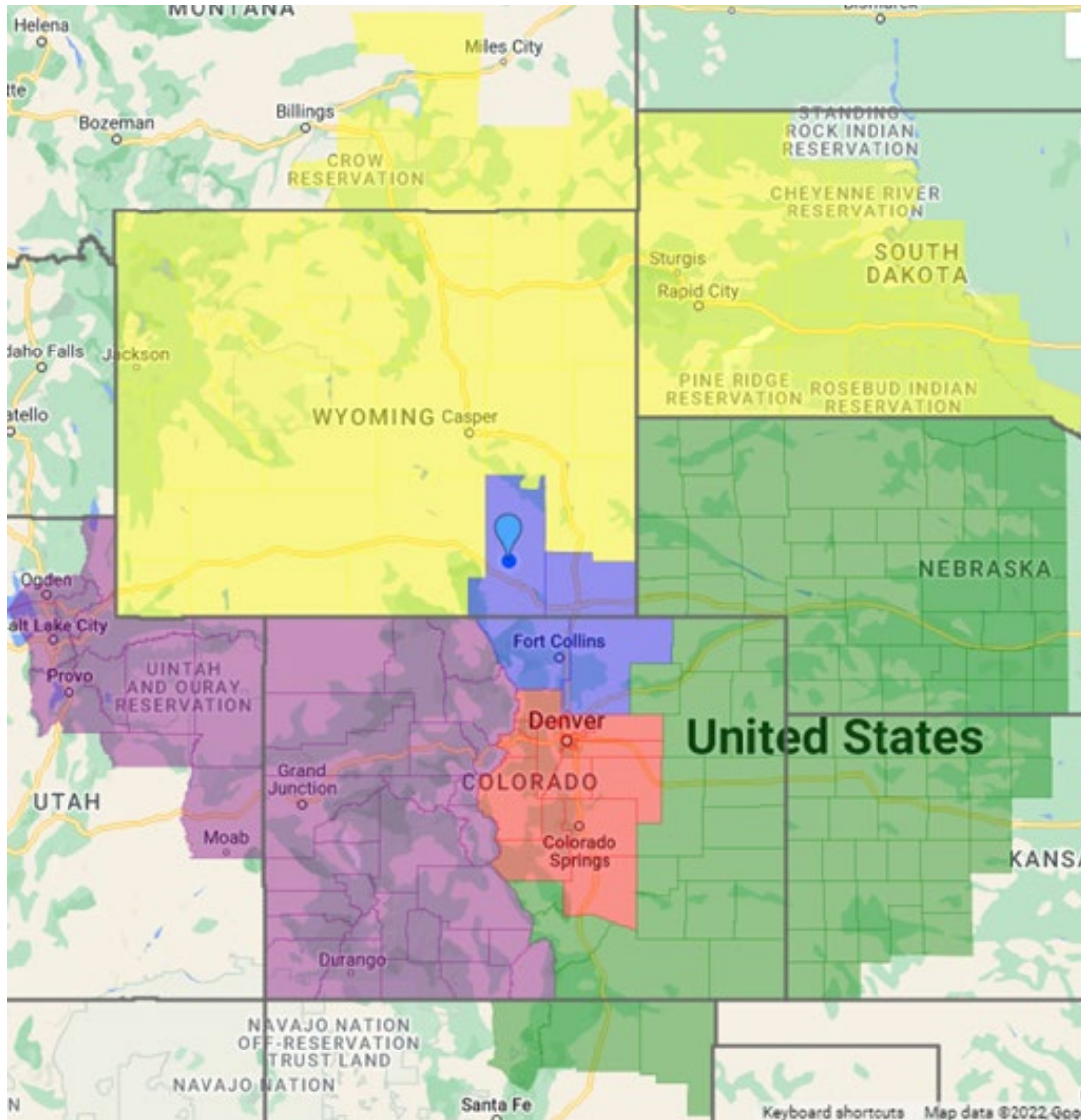
Environmental Scan

- Structuring the External ES
 - Covers a large geographic area so a focused approach was necessary
 - The 350-mile market region was split into five sub-zones to aid in the ES process, and to allow for unique approaches within each zone
 - Each of these five zones were scanned for multiple indicators to allow for comparison, market analysis, and strategic enrollment/marketing activities
 - In conjunction with the internal ES, these findings will be utilized to sharpen goals and tactics for the college



Environmental Scan

- **Zone 1:** Service Area / N. Front Range
- **Zone 2:** WY, MT, & SD
- **Zone 3:** Front Range Urban Corridor
- **Zone 4:** Western Slope / SLC
- **Zone 5:** Eastern Plains





Structure of SEM Plan

- Living Document (similar to strategic plan)

CONTENTS

- Introduction
- Context (Environmental Scan; enrollment history; scope of the plan)
- Goals: Long-term, high-level, aspirational, quantifiable
 - Strategies: targeted objectives
 - Tactics: action for implementation



Big Enrollment Goal

- **Target enrollment of unduplicated headcount of 6,900 and full-time enrollment (FTE) of 3,650 by 2030.**
 - The development of recruitment, retention and marketing goals will help us achieve our Big Enrollment Goal.



Draft SEM Goals for LCCC

Marketing Goals

1. Increase the number of prospects interacting with the application page by 4% year-over-year for four years after a baseline is established by Fall 2023 through the development of a marketing plan aligning with populations identified by the Recruitment subcommittee.
2. Engage 5% of current students in Spring 2023 with a re-enrollment webpage that guides students through the process of scheduling an appointment with their Student Success Coach and completing the registration process. Engaging an additional 1% each semester through Spring 2028.
3. Increase visits to designated landing pages by 4% year-over-year for four years after a baseline is established beginning in Fall 2023 with the intent to create awareness of LCCC amongst high quality prospects.

Marketing Sub-Committee: Dave Curry, Sarah Hannes, Justin Joiner, J. O'Brien and Lisa Trimble



Draft SEM Goals for LCCC

Recruitment Goals

1. Using Fall 2019 as a benchmark, increase degree-seeking applicants 10% by fall 2023; and increase by 5% each year until Fall 2025
2. Achieve a 49% applied to enrolled yield rate of degree-seeking students by Fall 2023 and increase by 1% each year until Fall 2025
3. Increase occupancy of the LCCC Residence Halls to 60% by Fall 2023 and increase by 7% each year until 2030

Recruitment Sub-Committee: Amanda Brown, Sam Graham, Sarah Hannes, Justin Joiner, J O'Brien and Blake Paintner



Draft SEM Goals for LCCC

Retention Goals

1. Increase fall-to-fall persistence of part-time students by 7% by 2027 based on fall 2019 IPEDS data.
2. Increase fall-to-fall persistence of full-time students by 6% by 2027 based on 2019 IPEDS data.
3. Increase course success of students in critical skills courses* within the first 30 credits of their pathway by 5% for each course by 2027.

Retention Sub-Committee: Alex Barker, Sarah Hannes, Meghan Kelly, Stacy Maestas, Trent Morrell, Tracy Perko, and Zac Roehrs





Next Steps & Timeline

- Finalize Environmental Scan
- Validate Goals
- Refine/Finalize Strategies & Tactics
- Draft the Plan
- Internal Review Process (Consultative Feedback)
- Establish Ongoing SEM Committee
- Timeline (by end of Spring Semester)



Questions?

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