

February 2018 All – Campus Meeting

Strategic Enrollment Management Team (SEMT) update

**MEMBERSHIP:** Co Chairs: Jim Margetts & Sherry Douglas  
Assistant Co-Chairs: Jim Powell & Malinda Linegar

Team members: Joel Hyer, Lisa Stein, Danielle Lecher, Sheila Pourier, Alex Helmbrecht, Pat Beu, David Nesheim, David Kendrick, Tamara Toomey, Deena Kennell, Kate Pope, Austen Stephens, Jonni Dinstel, Don King, Dawn Brammer, Josh Ellis, Jamie Hamaker, Tom Tylee, Kurt Kinbacher and Marcella Luton (student)

**SEMT Purpose:** To align recruitment and retention efforts across campus with the intent to increase enrollment to 3,100. Identify opportunities for growth and improvement. Incorporate assessment plan to track progress which will also allow us to make methodical decisions. Identify market development opportunities. Establish marketing plan that supports the recruitment and retention efforts.

## Progress report

SEMT convened in September 2017 and the first initiative was to begin looking at retention. Given the enrollment conditions, we started with the low hanging fruit where we thought we could impact immediately, currently enrolled students who were on probation (an at risk population). Advisors were informed of their advisees on probation and reach outs occurred.

Results: 1) Of the 73 Fall enrolled probation students, 28 were suspended (8 appealed and allowed to return) which means 45 (62%) were eligible to return either in good standing or continued probation. 2) Implement 8 week midterm grades, starting with the Fall 2017 2<sup>nd</sup> 8 weeks. 3) Implemented notifications to advisors of their advisees with one or more down grades at midterm. 4) Implemented notification to advisors of their advisees on probation.

Based on student leadership feedback and NSSE/FSSE, SEMT established 3 subcommittees to address the common themes from the student feedback. 1) First Year Experience 2) Student Engagement 3) Advising. SEMT added additional subcommittees 4) Community College collaborations 5) Summer School Enrollment. Most of the subcommittees have April 15 deadline to have proposed/draft plans in place to be reviewed and approved by the appropriate people/governing bodies. Hopefully, we will be in place where we can begin these initiatives in Fall 2018.

October All Campus meeting, Advisor definition/roles conversations were captured and shared with the Advising subcommittee.

Data reviewed by SEMT. Retention rates for Freshmen to Sophomores, Sophomores to Juniors, Juniors to Seniors, Retention rates for transfer students with and without Associates degree, Enrollment trends at CSC for new Freshmen, Transfers and Graduates, feedback from Student Leadership, feedback from faculty & staff on Advising, Student Engagement models etc.

Spring 2018 efforts- reviewed another institution's Strategic Enrollment Management plan. SEMT liked the plan and will use it as a model to develop the CSC SEM plan. SEMT set the four high level components for the plan, 1) Recruitment 2) On boarding 3) Retention 4) Graduation. The main theme of the document will be Student Success. SEMT mini teams will be begin developing each core

component, the specific goals, target populations, strategies for success and accountability leaders. Strategic Enrollment Management document should be 75% complete by end of Spring term.

As a starting point, SEMT has set the goal for retaining 68% of the freshmen class. Retention has so many dynamic pieces to it. We know we need to figure out why students are leaving us and why are they staying. This should be a part of the Retention component in its development.

In addition, established a retention report for Departments to monitor their retention rates/numbers. In progress. Meetings will take place with each department separately to begin the retention initiatives conversations and identify additional support needed.

Finally, this is a big undertaking as you can see, it has a lot of parts and pieces to it. Regardless if you are serving on an SEMT committee, we all play a role in the recruitment and retention of students and their success here at CSC. Thank you all for what you do. You are the reason CSC is so awesome.