

Strategic Planning Committee:

Strategic Enrollment Advisory Committee

February 25, 2022

SEAC Overview

- The committee meets monthly for pertinent updates and to provide advisement on critical questions and concerns
- The committees work is centered on five anchors that overlap all areas of the university
- EAB strategically advises and supports the university membership
- Our major objective of the 2021-2022 academic year is the completion of a Strategic Enrollment Management Plan (SEMP)

Strategic Enrollment Management Plan (SEMP)

A Strategic Enrollment Management Plan is a data-informed, resource, and mission aligned plan that aims to define and achieve specific enrollment objectives. The focus is on recruitment and student success at all levels.

A successful plan will be goal-oriented, realistic, actionable and measurable.

Why we need a SEMP?

- Fiscal reality of enrollment decline on tuition and fee revenue and potential risk of missing CO enrollment targets
- Address external enrollment challenges and factors that drive competition
- Create connections between recruitment and retention/graduation efforts
- Align resources around centralized goals
- Understand the bigger picture of enrollment at all levels
- Provide space to take immediate action while working on a longer term, sustainable plan

Identifying Anchors

Five anchors were identified which will drive the development of a SEMP.

Marketing &
Communication

Size and Mix of
Student Body

Retention

Alignment of EM
and Academic
Affairs

Organizational
Recruiting Capacity
and Structure

Anchor 1: *Why SF State?*

Last Year

- Market research introduction
- Market research preliminary results
- SMC/SAEM/AA collaboration
- Interim Strategy Development

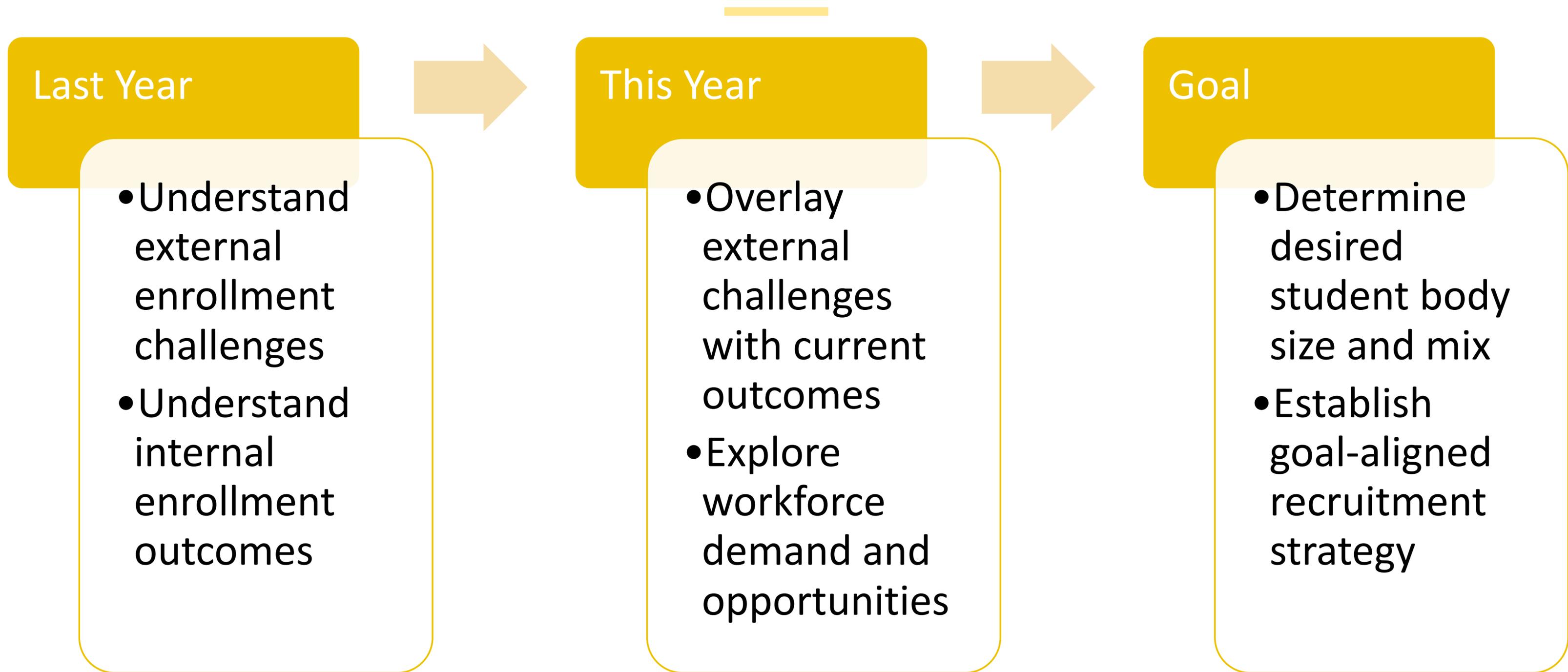
This Year

- Share market research results
- Asset development
- Identity informed recruitment strategy

Goal

- Clear understanding of *Why SF State*
- Multi-faceted enrollment marketing strategy
- Accountability structure for university-wide marketing and communication

Anchor 2: Size and Mix of Student Body



Anchor 3: Retention

Last Year

- Gather and review retention data by student populations
- College specific student success report development
- Implement student success tools

This Year

- Targeted support for sophomore students
- Strengthen connection between recruitment and retention data
- Streamline reenrollment processes for students who have left

Goal

- Evaluate University-wide Student Success Plan
- Align student success strategies with changing student needs

Anchor 4: Align EM and Academic Affairs

Last Year

- Lay groundwork for communication between units
- Determine key questions that need to be answered together

Ongoing

- Introduce questions and provide framework for sharing information between Academic Affairs Council and SEAC

Goal

- Common language for sharing strengths
- Effective involvement of AA in recruitment
- Established avenues for feedback

Anchor 5: Organizational Recruitment Capacity and Structure

Last Year

- Identify recruitment structures outside of EM
- Analyze EM's recruitment practices and needs for skill development
- Review financial needs and potential savings

This Year

- Review inefficiencies & opportunities for synergy
- Create Recruiter's Toolbox
- Streamline scholarship processes to be more effective
- Create coordination structures

Goal

- Improve capacity for recruitment to extend reach
- Eliminate duplicated efforts
- Empower decentralized recruiters to have consistent messaging
- Identify opportunities for organic recruitment

Future Plans

Data

- Gather, analyze and contextualize anchor information
- Determine areas worth pursuing further

Discuss

- Identify areas of opportunities
- Develop mechanisms for improvement
- Share information with stakeholders

Draft

- Develop draft SEMP that can guide actionable work
- Create opportunities for stakeholder feedback

Finalized Strategic Enrollment Management Plan

Thank you!