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).
A Strategic Enrollment Management Plan (SEMP) 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

**Last Year**
- Understand external enrollment challenges
- Understand internal enrollment outcomes

**This Year**
- Overlay external challenges with current outcomes
- Explore workforce demand and opportunities

**Goal**
- Determine desired student body size and mix
- Establish goal-aligned recruitment strategy
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!