

STRATEGIC ENROLLMENT MANAGEMENT TEAM (SEMT):

Strategic enrollment management is the alignment of the institution's strategic planning framework with its collective mission, vision, and values with the intent of generating meaningful collaboration to achieve common goals and integrated strategies. It is a complete and coordinated system for student success; a university-wide initiative to identify and achieve enrollment, retention, and completion objectives.

The SEMT serves as the collaborative body charged with delivering on The Ascent, Goal 3: Grow the number of lives impacted – expand student access, opportunity, and completion, addressing the following objectives.

- Serve as a growing and thriving rural university
- Students are retained
- Efficient degree attainment

ACCREDITATION ALIGNMENT:

The work of the SEMT addresses Core Theme 2: EOU is a regional university with a deep sense of commitment to students where they are.

OBJECTIVES:

- Position the institution for competitive recruitment and enrollment advantage
- Establish and achieve enrollment and retention goals
- Recruit and enroll the desired students (based on numbers, quality, socioeconomic diversity, and other characteristics aligned with institutional goals)
- Inform tuition setting and fee remission process
- Deploying the institution's financial aid resources to achieve enrollment goals while maximizing net-tuition revenue
- Coordinate efforts and initiatives to ensure that as many enrolled students as possible persist to graduation
- Collaborate in efforts focused on a student's transition to supportive and engaged alumnus or alumna

DELIVERABLES:

- Develop a consistent and comprehensive data system that informs discussion, action, and reporting
- Establish annual enrollment and retention goals consistent with long-term strategic growth initiatives
- Coordinate and facilitate action that will ensure annual goals are met or exceeded
- Annually, provide enrollment estimate, by modality, for budget and planning by the first working day of February
- Annually, provide a comprehensive report on action and plan accomplishments (date?)

KEY MILESTONES:

There will be four phases of work defined as (1) preparation and data analysis to include data collection and key performance indicators, (2) strategy development and prioritization, (3) goal setting and establishing enrollment projections with an associated long-term plan, and (4) implementation of plan with continued monitoring, evaluation, and response to developments.

1. Complete strategic enrollment training for team members by November 10, 2017
2. Team launched by December 1, 2017
3. Complete preparation phase by February 2, 2018
4. Complete development and prioritization phase by April 27, 2018

5. Complete goal setting phase by May 25, 2018
6. Begin plan implementation by June 1, 2018

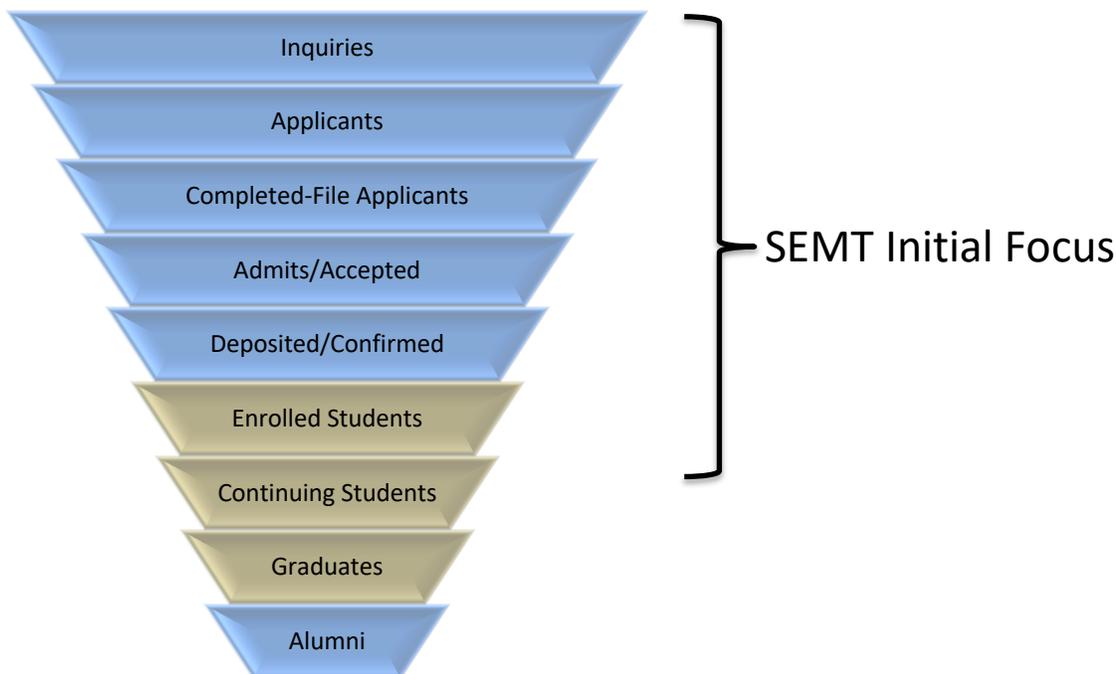
UNDERSTANDING THE COMPETITION:

- Peer institutions
- Competing institutions
- Aspirant institutions

KEY ASSUMPTIONS:

1. The plan and actions relate to all delivery types (face-to-face, online, hybrid, shortened terms, etc)
2. The plan and actions consider Eastern Promise, undergraduate, and graduate levels.
3. Collaborate across the institution to ensure feedback from stakeholders informs the planning and implementation process
4. Other resources (sub-teams, etc.) will be engaged to assist and expedite progress
5. A system for providing effective communication to the EOU community will be developed and used

FUNNEL MANAGEMENT (STUDENT LIFE CYCLE):



TEAM MEMBERS (MEMBERS WILL IDENTIFY PROXY IN CASE OF ABSENCE):

1. Lacy Karpilo, VP for Student Affairs (lead)
2. Nate Prouty, College of Arts, Humanities, and Social Sciences
3. Shari Carpenter, College of Business and Education (stepped down)
4. Kyle Pfaffenbach, College of STM and Health Sciences (stepped down)
5. Nate Lowe, Dean (College of Arts, Humanities, and Social Sciences)
6. Sandy Henry, Director of Financial Aid



Strategic Enrollment Management Team

7. Holly Chason, Director of Institutional Research
8. Gina Galaviz-Yap, Director of Admissions
9. ASEOU President (or designee)
10. David Vande Pol, ED of Regional Outreach & Innovation
11. Tim Seydel, VP for University Advancement
12. Stephanie Upshaw, Assistant Director of Athletics (or designee)

Facilitator: Luke Aldrich

Administrative Support: Molly Burke