

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
- Deploy 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 (November)

KEY MILESTONES:

The SEMT will be an on-going group responsible for the following: (1) strategy development and prioritization, (2) goal setting and establishing enrollment projections with the associated long-term plan, and (3) implementation of plan with continued monitoring, evaluation, and response to developments.

Short-term milestones for 2018-2019:

- Beginning of September: Action Teams will convene the Task Forces
- End of October: Roll out SEMT to greater community

- End of November: Report published
- December: Action Teams report on progress
- May: Milestones are determined for following year*

*Milestones will be determined each year by the end of May for the upcoming academic year.

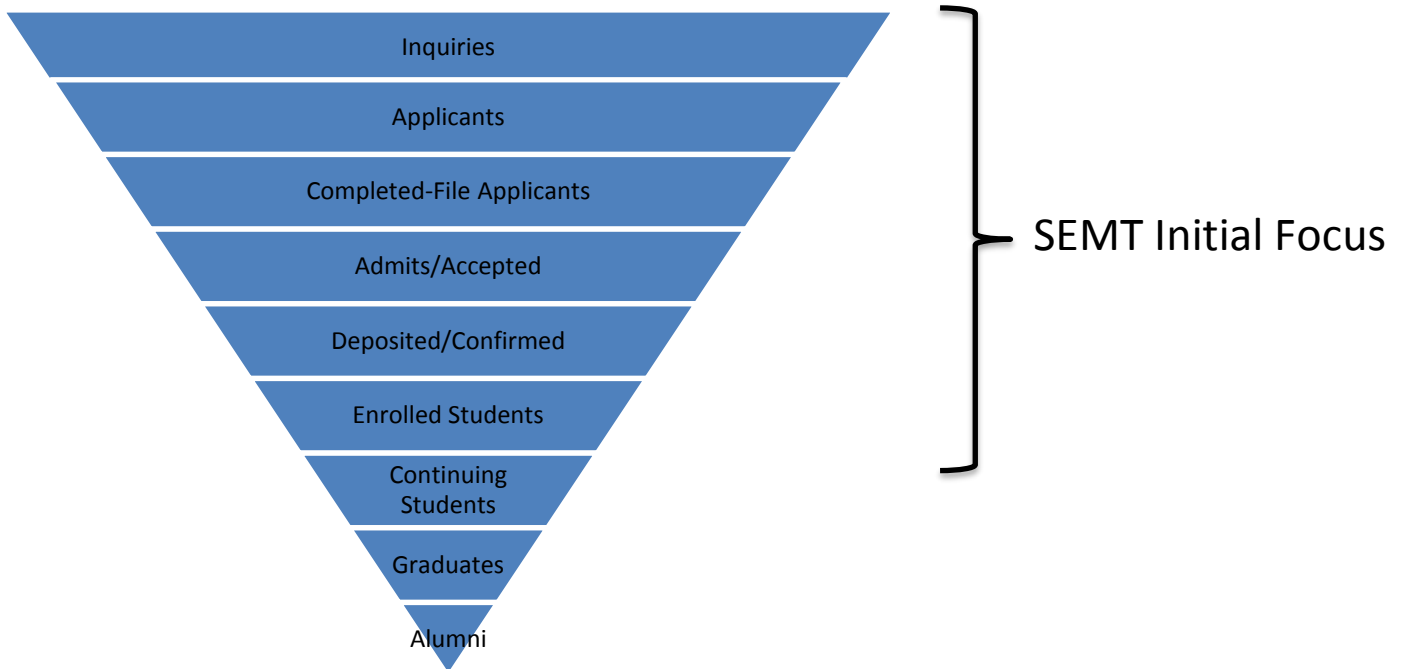
UNDERSTANDING THE COMPETITION:

- 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. A system for providing effective communication to the EOU community will be developed and used

FUNNEL MANAGEMENT (STUDENT LIFE CYCLE):



Strategic Enrollment Management Team

FOUNDING TEAM MEMBERS:

The founding team members met from November 2017 to June 2018. The team inventoried past work group recommendations, analyzed current trends, and specific EOU data to determine the initial direction and goals of EOU’s Strategic Enrollment Management Plan. In addition, the Founding Team revamped the structure to promote longevity, accountability, and allow for campus-wide participation.

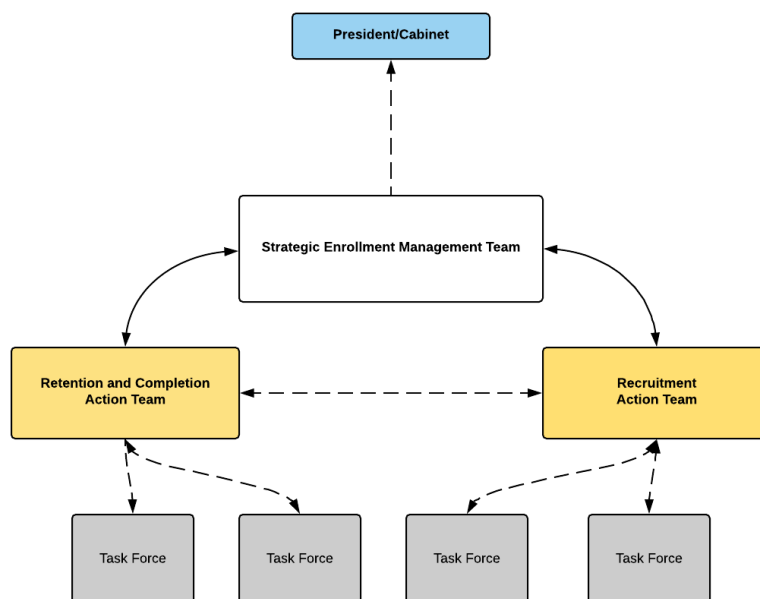
- Lacy Karpilo, VP for Student Affairs (lead)
- Nate Prouty, Faculty, College of Arts, Humanities, and Social Sciences
- Nate Lowe, Dean, College of Arts, Humanities, and Social Sciences
- Sandy Henry, Director of Financial Aid
- Holly Chason, Director of Institutional Research
- Gina Galaviz-Yap, Director of Admissions
- Daysi Bedolla, ASEOU President
- David Vande Pol, ED of Regional Outreach & Innovation
- Tim Seydel, VP for University Advancement
- Stephanie Upshaw, Assistant Director of Athletics
- Luke Aldrich, Manager Organizational Transformation/CPM (Facilitator)
- Molly Burke, Executive Assistant to VP Student Affairs (Administrative Support)

The team would like to thank the following faculty members for their contributions to the SEM plan. Both had to step down from the team as a result of conflicting commitments:

- Kyle Pfaffenbach, Faculty, College of STM and Health Sciences
- Shari Carpenter, Faculty, College of Business and Education

CURRENT STRUCTURE

Starting June 2018, the SEMT was restructured to create a Strategic Enrollment Management organizational framework to support the infrastructure needed to create the necessary change and ensure sustainability of campus-wide efforts. The larger SEMT will be retained and serve as support team to smaller teams that will work on establishing and completing initiatives.



Strategic Enrollment Management Team

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- Lacy Karpilo, VP for Student Affairs (lead)
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- Sandy Henry, Director of Financial Aid
- Holly Chason, Director of Institutional Research
- Gina Galaviz-Yap, Director of Admissions
- Daysi Bedolla, ASEOU President
- David Vande Pol, ED of Regional Outreach & Innovation
- Marianne Sipe, Student Communications Manager
- Stephanie Upshaw, Assistant Director of Athletics
- Emily Sharratt, Registrar
- Luke Aldrich, Manager Organizational Transformation/CPM (Facilitator)
- Molly Burke, Executive Assistant to VP Student Affairs (Administrative Support)

Recruitment Action Team:

- Faculty member (member to be recommended by Faculty Senate)
- Gina Galaviz-Yip (Admissions) or designee
- David Vande Pol (Regional Outreach and Innovation) or designee
- Shalem O'Rourke & Vicky Hart (Communications)
- Sandy Henry (Financial Aid) or designee

Retention & Completion Action Team:

- Kylie Evans (Advising: on-campus)
- Danny Cecchini (Advising: online)
- Faculty member (members to be recommended by Faculty Senate)
- Tressa Seydel (Regional Outreach and Innovation)
- Mary Barnett (Athletics)
- Kathleen Brown (Student Success/First-Year Experience)

Task Force: Short term (one week to two months) team with members identified by the sponsoring Action Teams.