Strategic Enrollment Management
The Plan to Plan for University of Montana Western
The Timeline of Activities

- November 2016 Charge from AAC to form working group
- November 2016- SEM working group is formed
- November 2016-present- SEM working group meets and develops presentation and working document
- March 2017 Presentation of SEM planning to senior administration
  April 2017-Presentations to AAC, faculty forum, student senate
- August 2017-Second presentation to AAC
- September/October 2017- Presentations to campus
Strategic Enrollment Management/Completion (SEM/C)

Student Experience

- Recruiting/Marketing
- Orientation
- Classroom Experience
- Co-Curricular Support
- Degree/Goal Attainment
- Admission
- Financial Support
- Academic Support
- Retention
- Alumni

Figure 3: The SEM Perspective “Strategic Enrollment Management Transforming Higher Education”
Why Strategic Enrollment Management (SEM)

https://www.youtube.com/watch?v=auAsWfWTUAz
SEM/C addresses Emerging Concerns

- National Emerging Challenges to Higher Ed
  - Ability to provide greater access to our institution
  - Ability to ensure student learning and success
  - Ability to respond to rapidly changing demographics
  - Ability to respond to increasing accountability
  - Ability to develop greater efficiencies as we face significantly reduced resources
Integrating SEM into Institutional Planning

“With students at the middle, this model depicts the organic interdependence of all components of higher education...Enrollment planning must be integrated with all the components of institutional planning”
Strategic Enrollment Management is

- In Short it is A Plan That:
  - Focuses on what is best for the student by visualizing and planning for the full student experience.
  - Fits into the university mission and vision though aligning with the strategic plan
  - Integrates, connects, and elaborates plans for student success across the campus.
Requirements to Implement A SEM Plan

- Chancellor/Cabinet lead-planning strategically with senior administration and faculty team members
- Structure/process involving the academic, administrative, and service departments of the university
- Realistic and aligns with the institution’s identity
- Defining success beyond retention and graduation
- Awareness of the present and the future (anticipatory decision-making)
- Must focus on what is best for the students

“Enrollment Management: Key Elements for Building and Implementing an Enrollment Plan”
“Six Essential and Six Common Mistakes in Cabinet-Level Strategic Enrollment Planning” Noel Levitz Executive Briefing
Recommendations and Guidelines for SEM Planning at Montana Western

Widening the Door for Strategic Enrollment Management and Completion Opportunities for Students
How the Booklet Becomes SEM Goals

Mission

Vision

Goal 1
- Objective
  - Strategy 1
  - Strategy n

Goal 2
- Objective
  - Strategy 1
  - Strategy n

Goal 3
- Objective
  - Strategy 1
  - Strategy n

"Enrollment Management: Key Elements for Building and Implementing an Enrollment Plan"
Final Takeaway

- **Strategic Enrollment Management is:**
  - A Plan That
    - Focuses on what is best for the student by visualizing and planning for the full student experience.
    - Fits into the university mission and vision though aligning with the strategic plan
    - Integrates, connects, and elaborates plans for student success across the campus.

- **Next Steps**
  - Fall 2017-Chancellor seeks interested representatives from across campus to form SEM committee