



# 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)

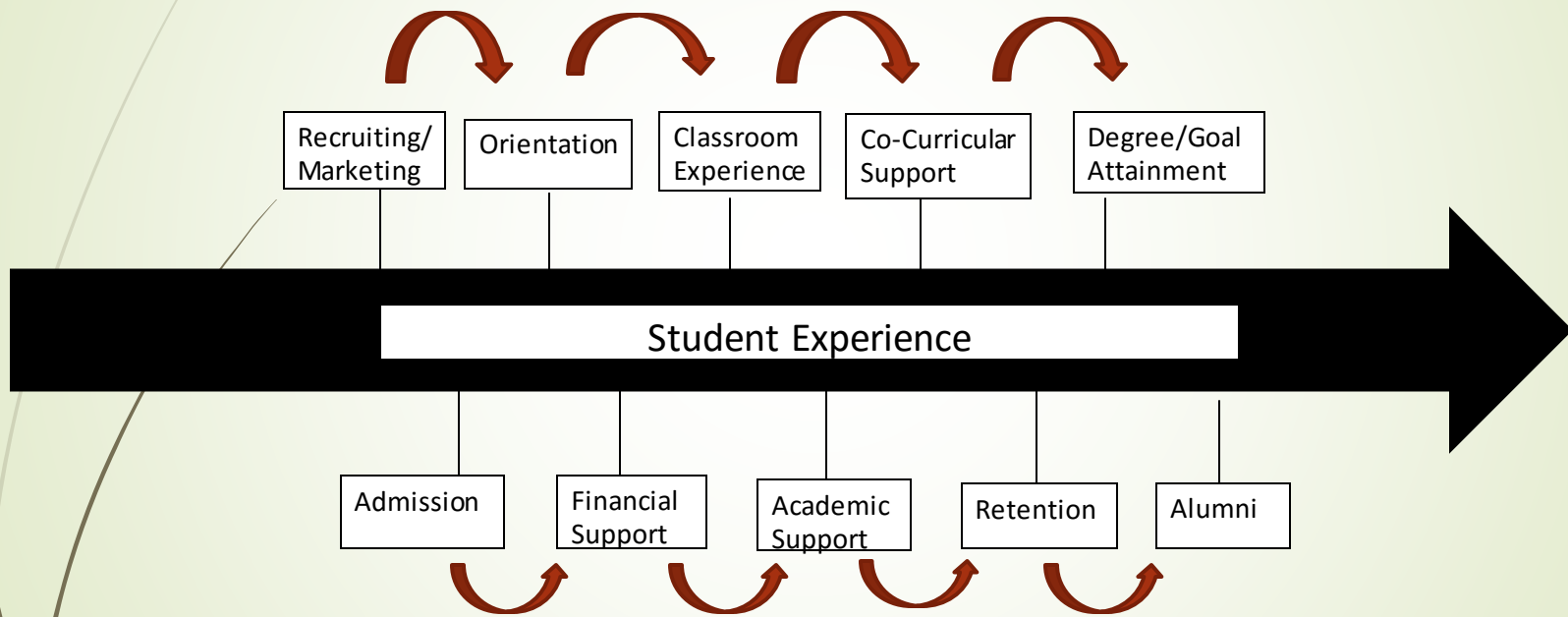


Figure 3: The SEM Perspective "Strategic Enrollment Management Transforming Higher Education"

# Why Strategic Enrollment Management (SEM)



<https://www.youtube.com/watch?v=auAsWfWTUAs>

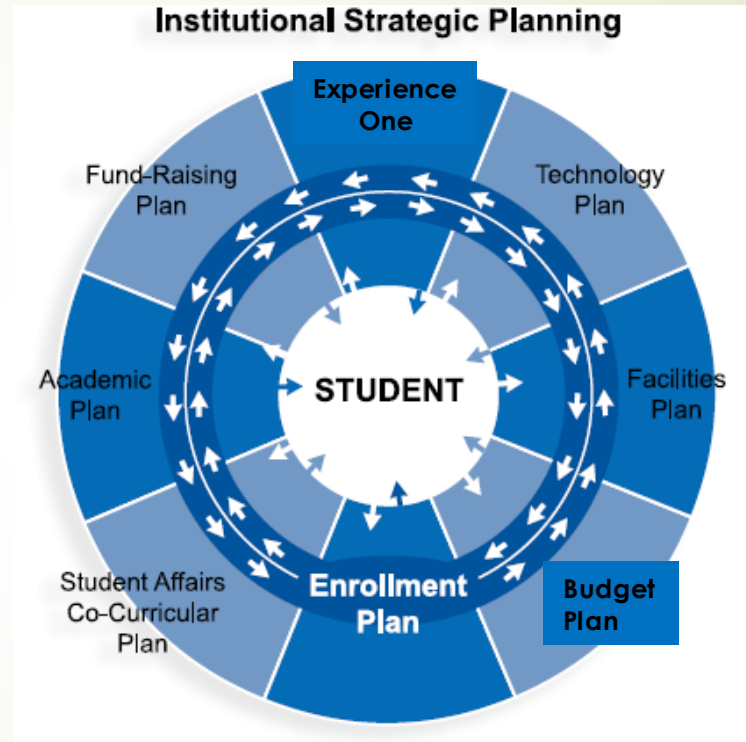


# SEM/C addresses Emerging Concerns

- ▶ 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



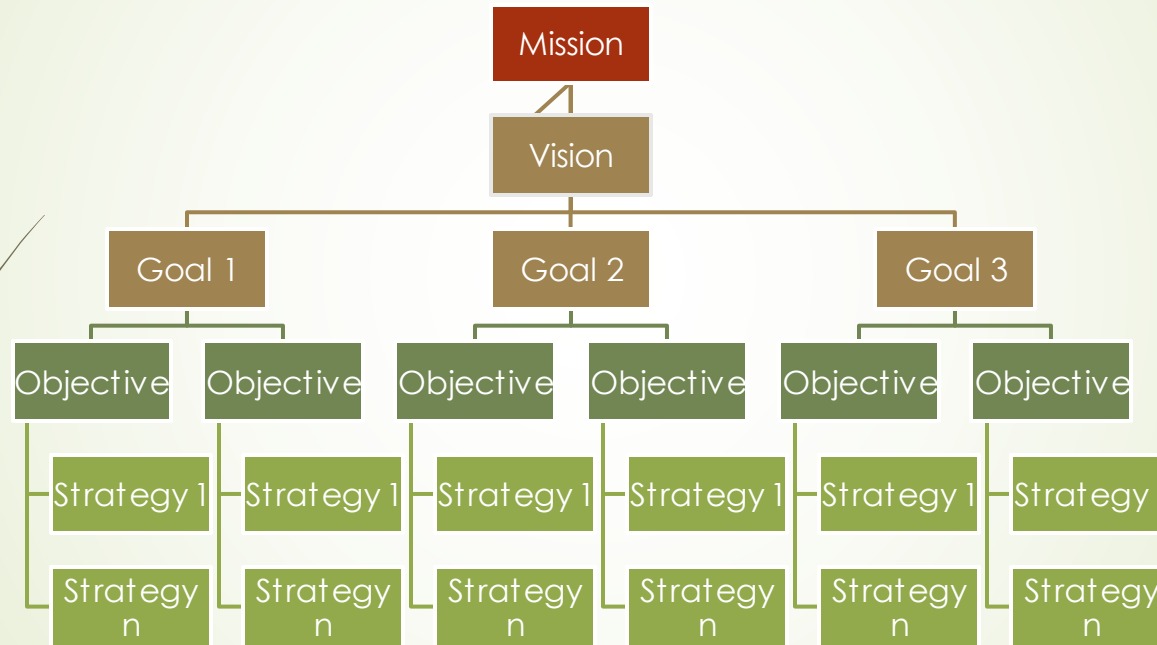
# The Campus Planning Booklet

## **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





# 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 through 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