

Strategic Enrollment Management and Student Experience Committee

Purpose

The purpose of this committee is to establish strategies, objectives, and action plans that support the College's recruitment and retention efforts and student completion.

Scope

The committee will align the College's Strategic Enrollment Management (SEM) Plan to the Strategic Plan, Master Academic Plan, and Master Facilities Plan. The result will be a comprehensive, cross-functional, and sustainable SEM Plan. Particular attention will be given to efforts to support adult learners and reduce equity gaps.

Utilizing institutional, local, state, and national data, the committee makes recommendations to enhance policy, institutional business practices and processes, program offerings and proposes initiatives designed to strengthen SCTCC's enrollment, student persistence through completion, and our position in the regional higher education market.

The committee will be comprised of at least two subcommittees: (a) Recruitment and (b) Retention. Additional subgroups, or work groups from the subgroups, may be identified during the project. A data team will be assembled to support the work of the project.

In its first year of work, the committee will be supported by a Minnesota State System partnership with Lumina and the American Association of Collegiate Registrars and Admissions Officers (AACRAO). The Strategic Enrollment Management and Student Experience Committee will continue its work as needs and initiatives evolve.

Primary Responsibilities

Learning from Data

- Review disaggregated data across multiple identities to understand equity gaps in outcomes with a focus on disproportionately impacted populations.
- Evaluate ongoing enrollment trends, activities to inform recommendations.

Engage and Innovate

- Engage stakeholders to facilitate communication and solicit feedback.
- Actively participate in committee meetings, AACRAO workshops facilitated by the System Office, and other meetings or activities as necessary.
- Collaborate with subject matter experts to understand current practices and solicit input for revisions.
- Explore opportunities to identify additional markets of students, offer new academic or co-curricular programs, and better engage prospective students.
- Explore opportunities to better retain our students, including the review of policies, procedures, and established SCTCC norms.
- Explore opportunities to enhance the College's ability to deliver on the commitments described in the College's Student Experience statement

Deliverables

- Develop a complete matrix of all existing enrollment, retention, completion, and transfer initiatives across campus and monitor their implementation and impact.
- Recommend objectives and actions that advance the College's enrollment and retention goals and support SCTCC Next.

Cabinet Liaison

Vice President of Student Affairs (Co-Chair)

Vice President of Academic Affairs (Co-Chair)

Meeting Schedule

- The committee co-chairs will determine the frequency and schedule of meetings with input from members.
- Asynchronous work will be leveraged to accelerate completion.

Membership and Terms

Rotating members serve a two-year term. The first set of rotating members may serve shorter or longer terms to establish a rotation that preserves continuity in membership each year. The members will reach a consensus on the first set of rotations.

Standing

Vice President of Academic Affairs (co-chair)

Vice President of Student Affairs (co-chair)

Director of Academic and Student Services

Director of Business Services

Director of Financial Aid

SCTCC Next Academic Pathways Objective Leads

Registrar

Vice President of Institutional Effectiveness,

Assessment, and Research

Rotating

Institutional Research Representative (1)

IT Representative (1)

MSCF Faculty Business, IT, Education (1)

MSCF Faculty Health Sciences & Nursing (1)

MSCF Faculty Liberal Arts & Sciences (1)

MSCF Faculty Skilled Trades & Industry (1)

Student Affairs Representative (2)

Student Representative (1)

In the event there are insufficient nominations or insufficient diversity among nominees, the College President may appoint up to two (2) additional committee members to achieve a balanced committee and/or acquire desired subject-matter expertise.

Norms

All committee members will be expected to:

- Infuse equity and inclusion into the work of the committee
- Regularly attend and participate in meetings and workshops as scheduled
- Participate in a timely manner in the asynchronous work to facilitate completion of the charge
- Work with all members to build consensus for recommendations
- Respond objectively to committee requests and direction

Date Adopted 2/15/2022

Date Revised