Creating a Seamless Student Journey using Strategic Enrollment Management (SEM)

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What is your job?

When are you successful?

- Meeting number goals
- Helping students transition
- Being part of a team
- Working with on-campus colleagues
- Advocating for students
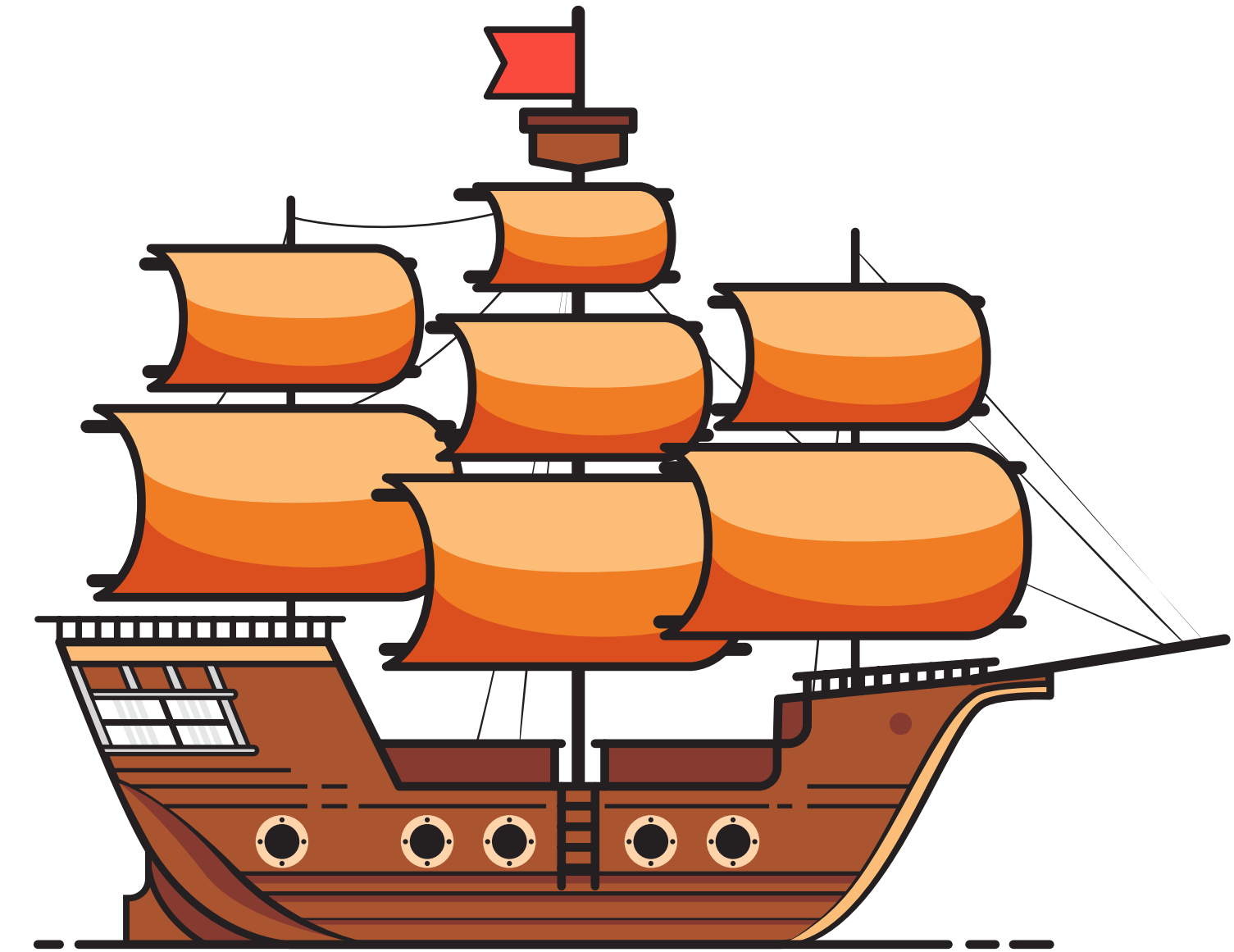- Seeing students graduate

Part 1: What is SEM?

Story: No Direction

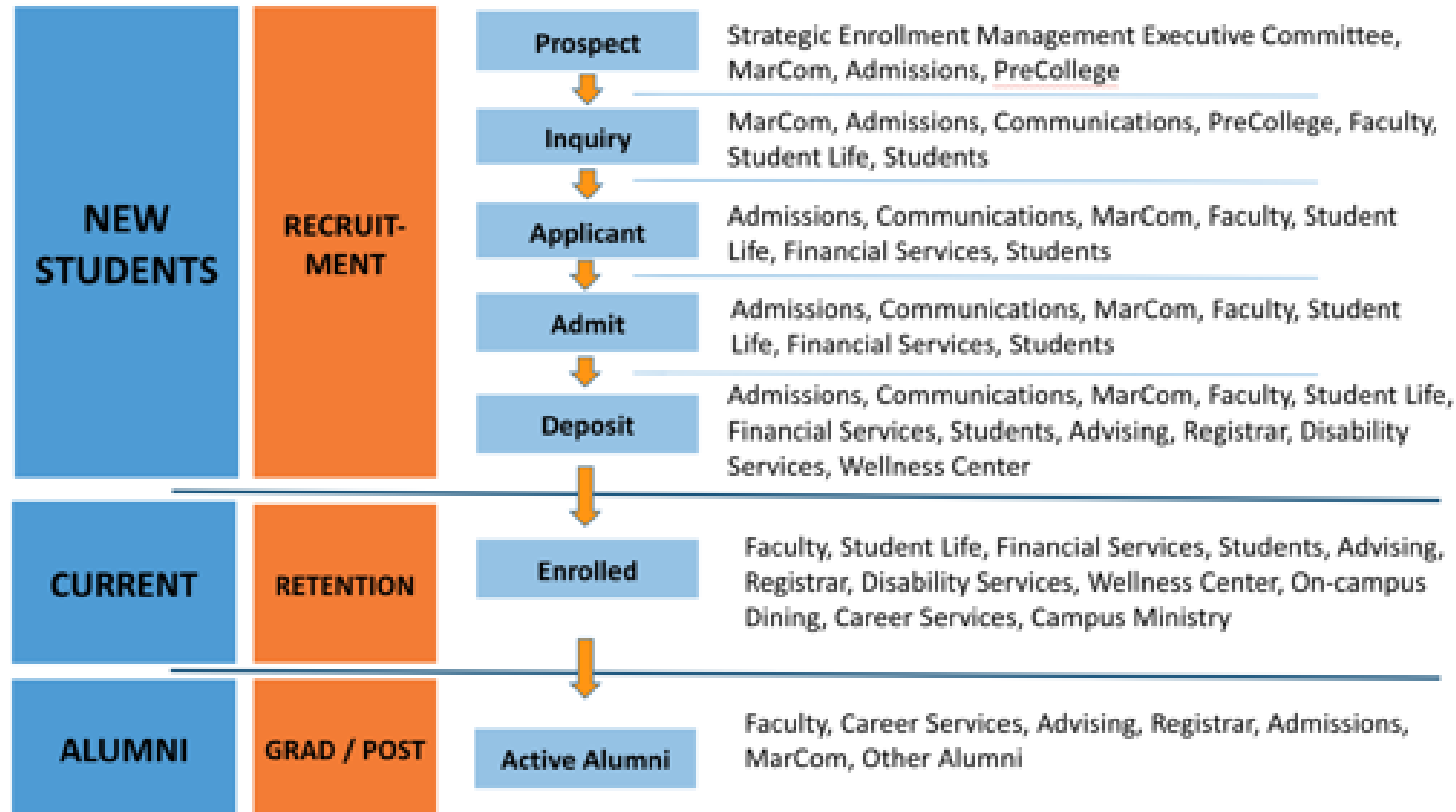**Bermuda Triangle: Admissions had no goals or direction.**

Strategic Enrollment Management

SEM is about student success.

Working to have the entire college/university active in, and responsible for, recruiting, retaining and graduating students.

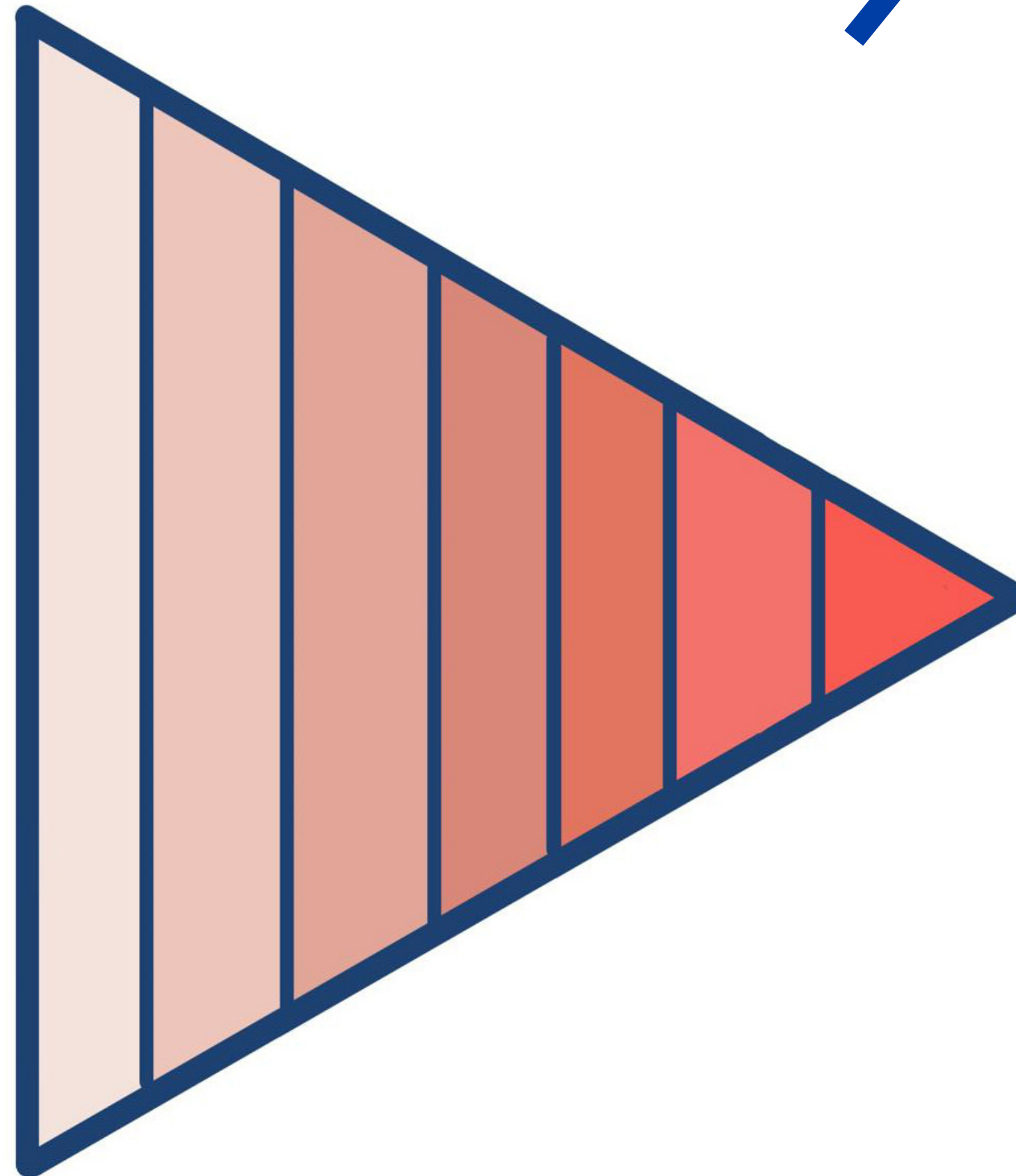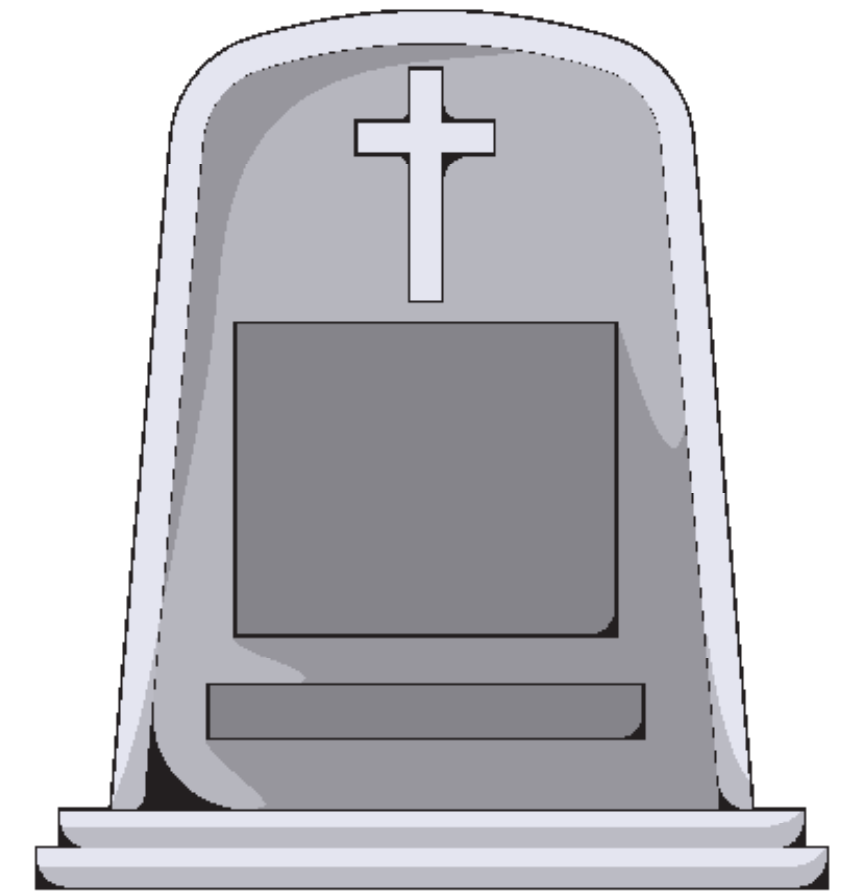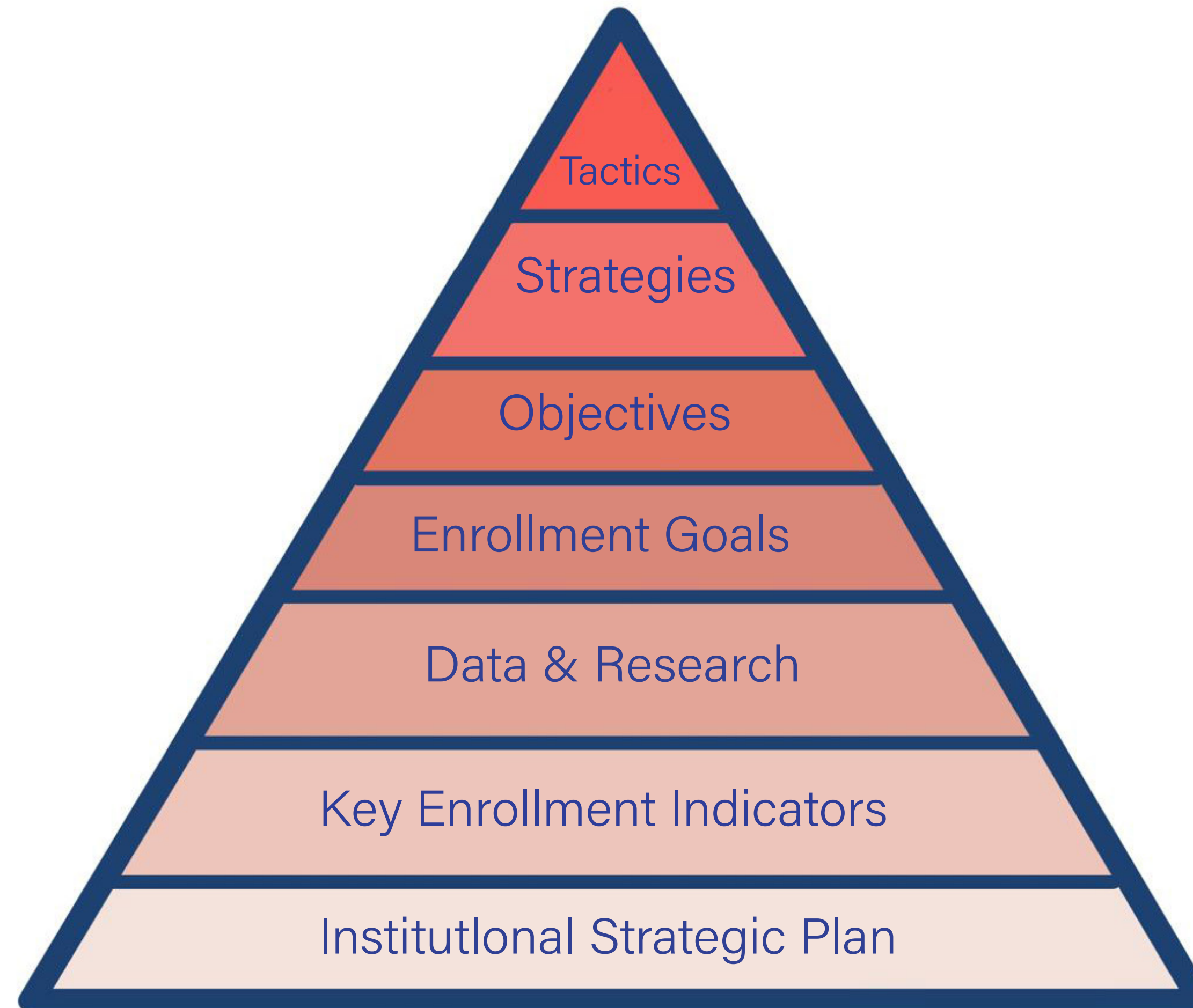# Who is involved in Marketing, Recruiting and Retaining Students?

NEW STUDENTS	RECRUITMENT		
		Prospect	Strategic Enrollment Management Executive Committee, MarCom, Admissions, PreCollege
		Inquiry	MarCom, Admissions, Communications, PreCollege, Faculty, Student Life, Students
		Applicant	Admissions, Communications, MarCom, Faculty, Student Life, Financial Services, Students
		Admit	Admissions, Communications, MarCom, Faculty, Student Life, Financial Services, Students
		Deposit	Admissions, Communications, MarCom, Faculty, Student Life, Financial Services, Students, Advising, Registrar, Disability Services, Wellness Center
CURRENT	RETENTION	**Enrolled**	Faculty, Student Life, Financial Services, Students, Advising, Registrar, Disability Services, Wellness Center, On-campus Dining, Career Services, Campus Ministry
ALUMNI	GRAD / POST	**Active Alumni**	Faculty, Career Services, Advising, Registrar, Admissions, MarCom, Other Alumni

Turning the funnel

From Cradle → **To Grave**

Part 2:
What does SEM look like?
(And, how do you use it?)

SEM Planning Framework

Tactics

Strategies

Objectives

Enrollment Goals

Data & Research

Key Enrollment Indicators

Institutlonal Strategic Plan

Story: Data!

Going from a singular campus culture to a more diverse culture.

SEM Essentials

1. Campus-wide collaboration

2. Data-rich environment

3. Continual assessment

What is included in a SEM Plan?

- Strategic Framework: Mission, Values, Vision
- Overview of Strategic Plan Goals & Institutional Capacity
- Environmental Scan: Market Trends & Competition Analysis
- Evaluation and Assessment of Position in Market
- Enrollment Goals, Objectives, & Assessment Criteria
- Marketing and Communication Plan
- Recruitment Plan
- Retention & Student Success Plan
- Pre-College Outreach and Pipeline Development Plan
- Student Aid and Scholarship Funding
- Staff Development and Training
- Process Improvements and Technology System Enhancements

Where do you fit in?
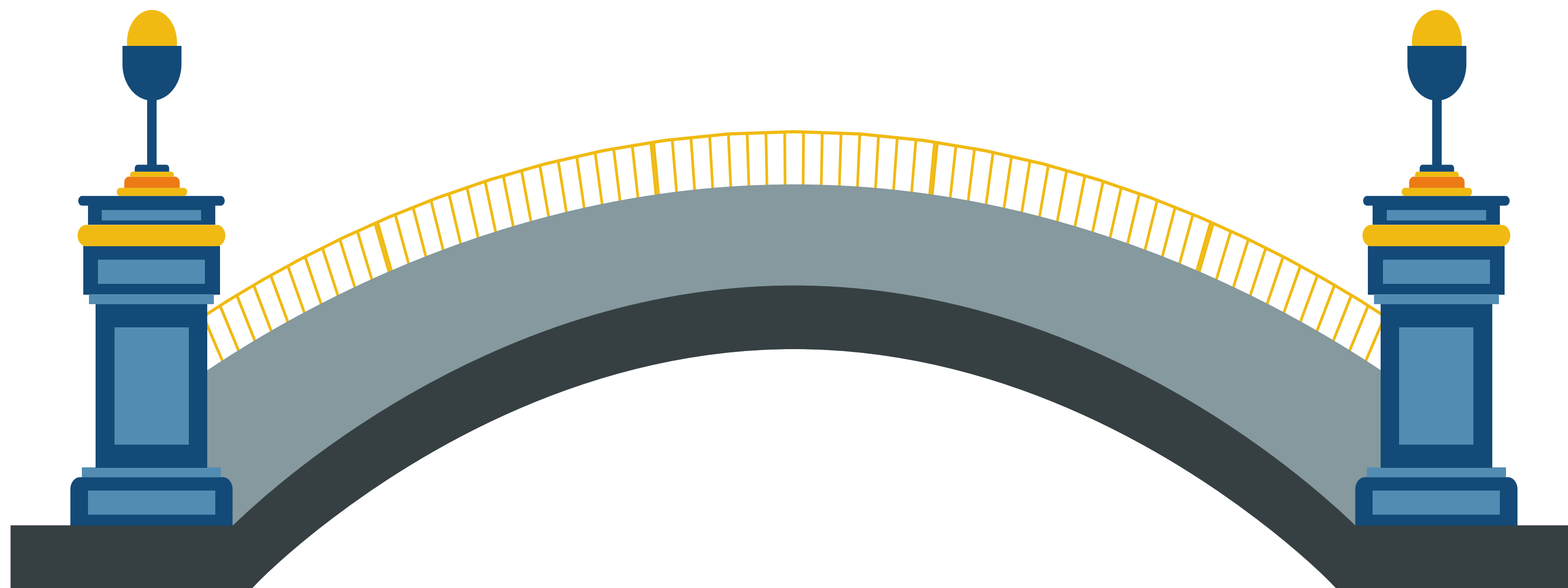
"You cannot **connect** all the dots until you **collect** all the dots. "

- J Gordon, in AACRAO Connect, August 2020

Be curious

Make connections

Be a marketer

Experiment with brand messaging

Story: Pitch

Experiment with your elevator pitch to see what works and doesn't work

Story: Test-optional

Individual student stories informed a policy change at SLU - Madrid
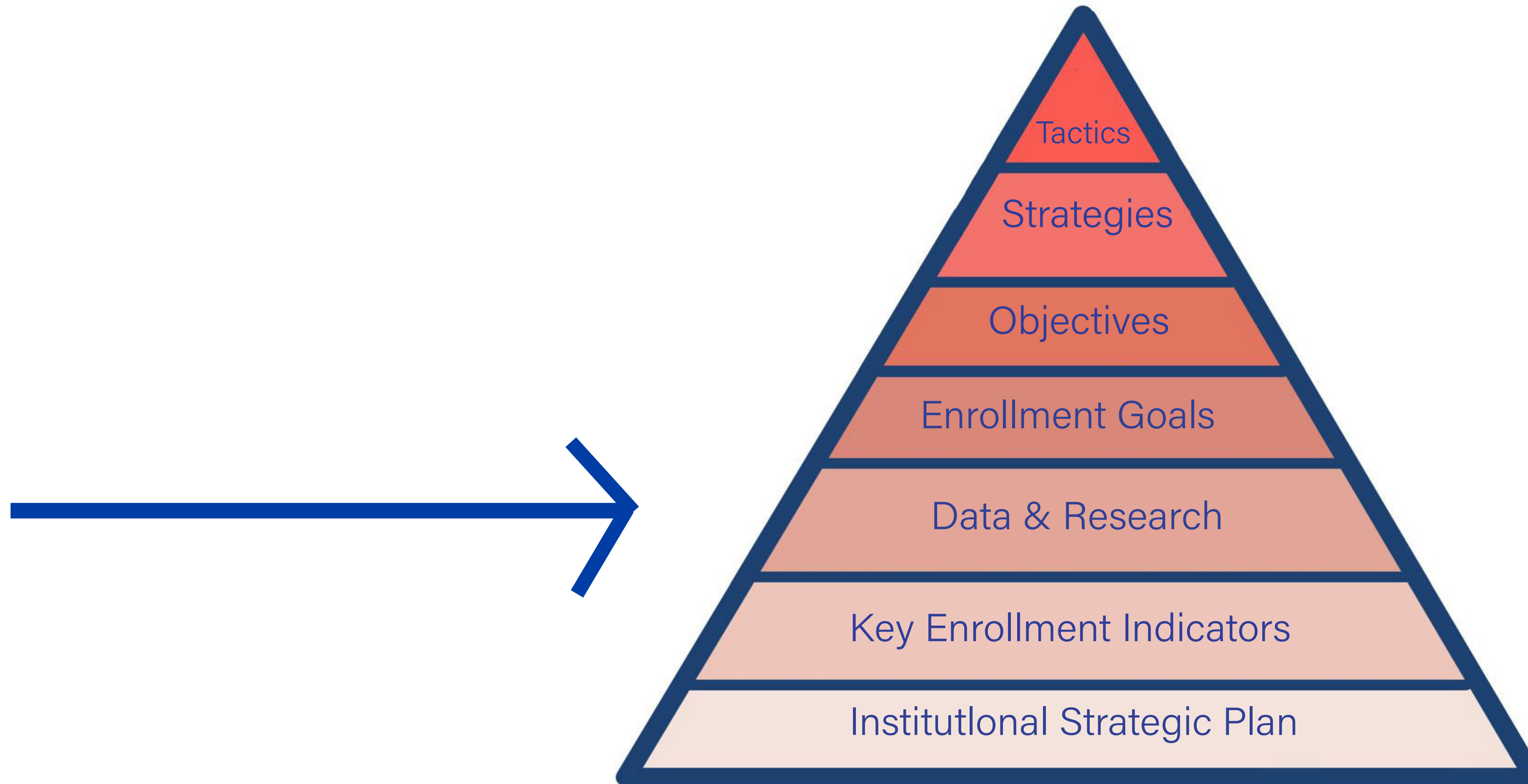
What data do you collect?

- Leads
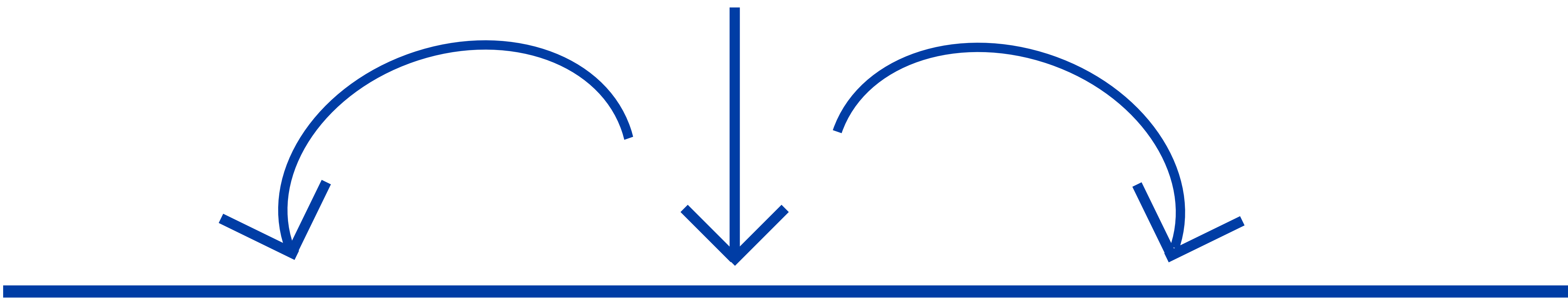- Interest in "X" programs
- Other? What?

- Brochure tally
- # of conversations
- Ask about "X"
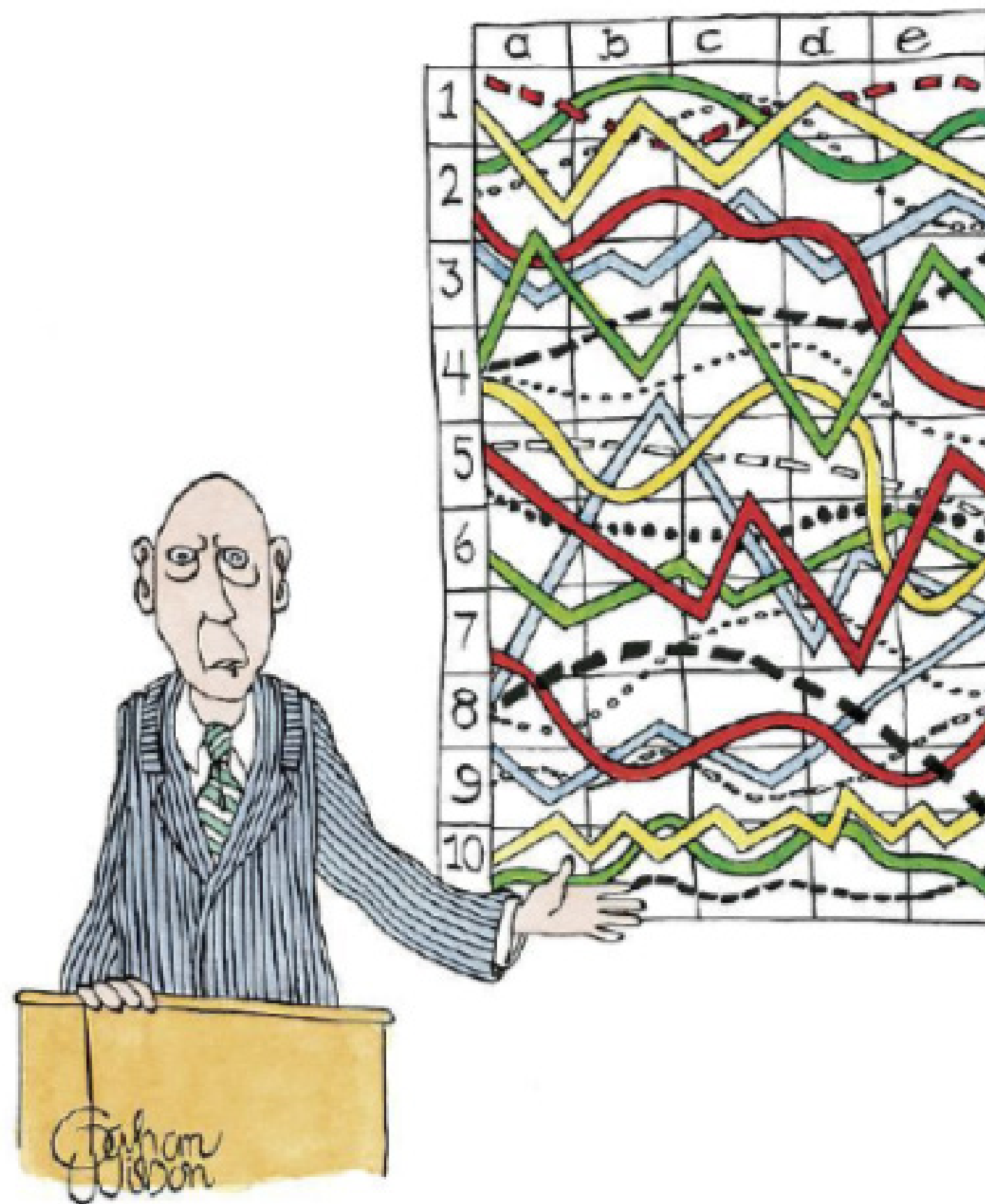- Mobile-free schools
- FAQs

Part 3:
What do you do with the data you collect?

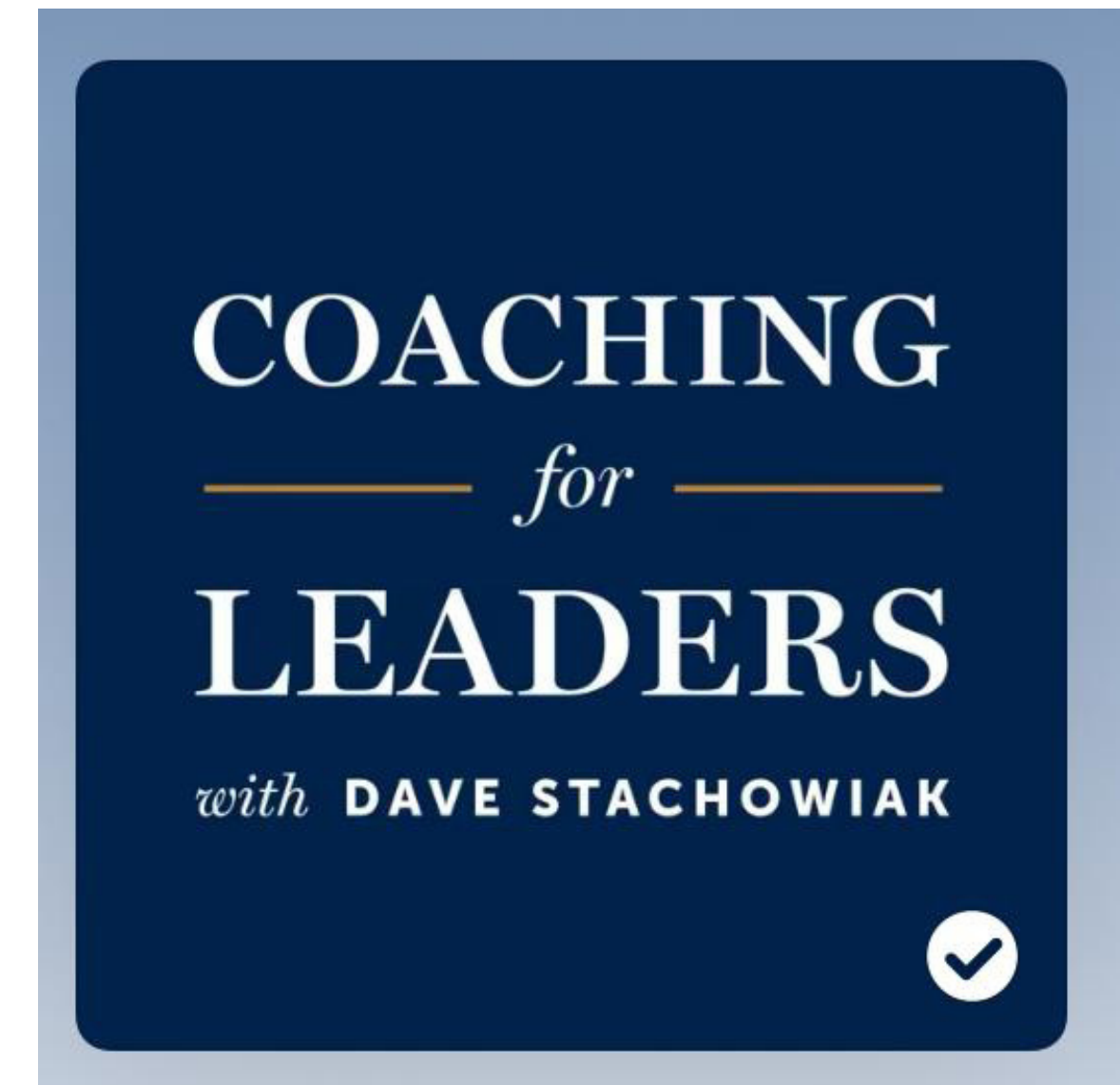# SEM Planning Framework
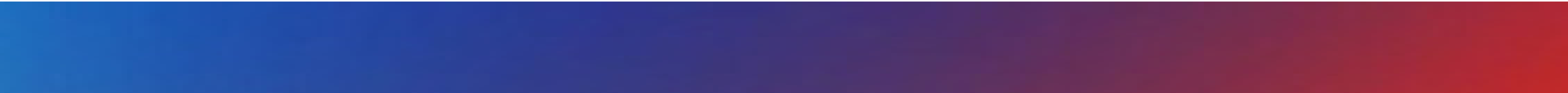
You can be an influencer.

"I'll pause for a moment so you can let this information sink in."
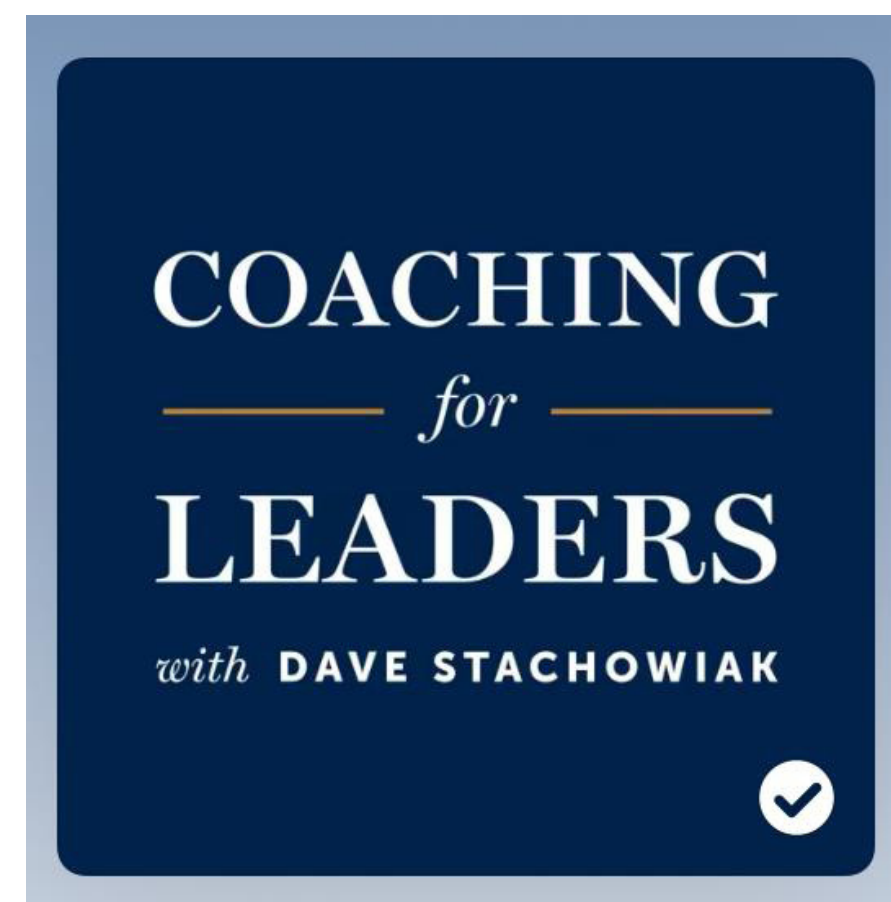
"Pocket Update"

3-Step pocket update
   1. Project
   2. Detail
   3. Result

- Marketing: material needs

- Orientation staff: pre-arrival FAQs

- Student life: belonging questions

- Housing: worries about living

- Academics: Generational change

- Advising: Class registration concerns

Further Learning

Thoughts, Sharings, Q&A