



MJC Strategic Enrollment Management Proposal College Council 9/14

Purpose for proposal:

We have the opportunity to establish processes that help determine what is *needed* for students to complete their educational journey (from application process to career), rather than build the institution around existing human and physical resources. Establishing a comprehensive Strategic Enrollment Management (SEM) Plan will greatly assist in moving forward holistically, ensuring that all efforts and processes are in support of the Vision for Success, the Pillars of Guided Pathways, and MJC's Strategic Plan, EMP, and Equity plans.

Strategic Enrollment Management Defined:

SEM has been defined as "...a comprehensive process designed to help an institution achieve and maintain the optimum recruitment, retention, and graduation rates of students, where optimum is defined in the academic context of the institution" (Dolence, M.G. (1993). *Strategic Enrollment Management: A Primer for Campus Administrators*. In addition to bringing together these critical pieces, a well-devised SEM plan will greatly inform Hiring Prioritization, Resource Allocation, Program Review and evaluation, and future strategic planning.

SEM Taskforce:

Ideally, the taskforce will be a manageable size in order to efficiently create the SEM Plan *proposal* which will be vetted at all stages through College Council and the participatory governance bodies. The following constituent groups should be in the planning: 2-4 Student Representatives; 3-4 Academic Senate/Faculty (Consider: Counselors, Guided Pathways, Curriculum, YFA, etc.); 3-4 Classified Professionals (Consider: Enrollment Services, Success Specialists, Institutional Effectiveness etc.); 3-4 Administrators (Consider: Dean and VP level)

Timeline:

- ✓ 9/14 – Present Proposal to College Council. If approved, Constituent Groups return names of appointees to Sabrina Miranda for 9/28 College Council acceptance.
- ✓ Post 9/28 Meeting – Taskforce Convene to begin fall tasks
 - **September** - Establish scope and structure
 - Identify model colleges and begin research
 - **October** – Continue research, begin composing SEM Plan outline, standing item on College Council to provide updates on progress
 - **November** – Present Outline for approval to College Council by last meeting, including timeline for next semester's work.