

Strategic Enrollment Management Planning

November 12 and 13, 2019

November 12 – DAY 1 – SEM Goals, Strategies and Tactics

Time	Location	Topic	MSU Personnel	Comments
9:30 AM	Carrington 203	Project Overview	Senior Leadership	<ul style="list-style-type: none"> Review the objectives of the project Hear from the president and the senior team about their expectations for the SEM Plan project.
10:00 AM	Carrington 203	SEM Goals, Strategies and Tactics Workshop	Steering Committee Members	<ul style="list-style-type: none"> Review of the objectives for next two days Overview of SEM Goals, Strategies and Tactics Setting expectations for the 4 Councils
11:30 AM		BREAK		
11:45 AM	Carrington 203	Data review	Data Committee Members	<ul style="list-style-type: none"> Review of enrollment data Internal and External Environment scans Student Satisfaction Surveys

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				<ul style="list-style-type: none"> • What stories have emerged from our data
1:15 PM	PSU Union Club	Lunch BREAK		<ul style="list-style-type: none"> • Working Lunch with Rob and Tammy • Set-up for workshop
2:00 PM	PSU Ballroom West	Introduction to SEM Goals, Strategies and Tactics Workshop	Members from all 4 Councils	<ul style="list-style-type: none"> • Goals, Strategies and Tactics overview • Data overview • SWOT exercise • What Stories have emerged from our data and our SWOT exercise • Discussion for day 2 workshop for establishing Strategic Enrollment Goals
4:30 PM	Carrington 304	End of Day 1 wrap up	Project Leads	Rob and Tammy
5:00 PM		End of Day 1		

November 13 – DAY 2 – Establishing Strategic Enrollment Goals

Time	Location	Topic	MSU Personnel	Comments
9:00 AM	Carrington 304	Review of objectives for the day	Project Leads	Rob and Tammy
9:30 AM	PSU Ballroom West	Workshop on Establishing Strategic Enrollment Goals	Members from all 4 Councils	<ul style="list-style-type: none"> • From our stories what issues emerged • Prioritizing our issues leads to the development of goals • Developing two recruitment and two retention (student success) enrollment goals per Council
12:00 PM	PSU Ballroom West	Lunch BREAK and report back on goals developed	Members from all 4 Councils	Working lunch
1:30 PM		BREAK and transition time		
1:45 PM	Carrington 304	Preparation for Meeting with Steering Committee	Project Leads	Rob and Tammy <ul style="list-style-type: none"> • Prepare to present the Enrollment Goals established by the 4 Councils
2:30 PM	PSU 317	Strategic Enrollment Goals Report Back	Steering Committee Members and/or Senior Leadership	<ul style="list-style-type: none"> • Present the Enrollment Goals established by the 4 Councils • Solicit feedback

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3:30 PM	PSU 317 or Carrington 304	Wrap-up and next steps		Rob and Tammy
4:30 PM		End of Day 2		

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