

**SEM Marketing and Communication Council
Proposed Progress Report – November 8, 2019**

- Named our subcommittees based on the charge for which they are responsible.
- Decided the University was addressing the charge of Enrollment Management communication well, so no subcommittee was required for this charge.
- Emailed SEM MarCom Council members, asking them to select the subcommittee(s) they felt the most affinity towards.
- Emailed volunteers provided by Dr. Hornberger, inviting them to participate in one or more SEM MarCom Council Subcommittee.
- Populated subcommittees with council members and volunteers. Each subcommittee has two Co-Chairs and ten members with a list of alternate members.
- Met with SEM MarCom Council on September 30th
 - Selected Co-Chairs for each subcommittee
 - Provided each subcommittee Co-Chair with guiding questions and existing resources/efforts related to their charge.
- Met with SEM MarCom Council on October 25th
 - Participated in Teams training
 - Data support described how they can assist the council
 - Subcommittee Reports
 - Each has connected with respective members
 - Each has begun discussion on addressing their charges
 - Each has begun by reviewing current MSU communications
 - Plan to review best practices of peer institutions next
 - Identified commonalities – Three subcommittees (identifying barriers, support recruitment/outreach/retention/completion, and communication strategies for prospective/continuing students) plan to work together on a focus group of high school students and their parents
 - Progress made by individual groups include:
 - Assigned members to evaluate current communications for raising the profile of the university, communicating achievements and stories, supporting recruitment/outreach/retention/completion, and reviewing websites for recruitment/retention/success.
 - Reaching out to campus representatives who can speak for campus populations who have historically experienced barriers.
 - Requesting analytics
 - Requested presentation/additional information about:
 - Admissions: CRM and other efforts
 - Multicultural efforts and underrepresented student barriers
 - Retention and Completion Council efforts
 - Recruitment Council efforts
 - University Marketing and Communications
 - Early observations
 - Target audiences are making decisions at the program level

- Are there missed steps from the admissions office when admitting students to the university?
- Departmental website creation and management