

#### Jody Gordon, B.A. (Hons.), M.A. Senior Consultant

# Strategic Enrollment Management Planning

# November 12 and 13, 2019

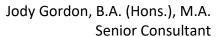
## November 12 – DAY 1 – SEM Goals, Strategies and Tactics

Time	Location	Topic	MSU Personnel	Comments
9:30 AM	Carrington 203	Project Overview	Senior Leadership	<ul> <li>Review the objectives of the project</li> <li>Hear from the president and the senior team about their expectations for the SEM Plan project.</li> </ul>
10:00 AM	Carrington 203	SEM Goals, Strategies and Tactics Workshop	Steering Committee Members	<ul> <li>Review of the objectives for next two days</li> <li>Overview of SEM Goals, Strategies and Tactics</li> <li>Setting expectations for the 4 Councils</li> </ul>
11:30 AM		BREAK		
11:45 AM	Carrington 203	Data review	Data Committee Members	<ul> <li>Review of enrollment data</li> <li>Internal and External Environment scans</li> <li>Student Satisfaction Surveys</li> </ul>



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				What stories have
				emerged from our data
1:15 PM	PSU Union	Lunch BREAK		<ul> <li>Working Lunch with Rob</li> </ul>
	Club			and Tammy
				<ul> <li>Set-up for workshop</li> </ul>
2:00 PM	PSU	Introduction to SEM Goals, Strategies and	Members from all	<ul> <li>Goals, Strategies and</li> </ul>
	Ballroom	Tactics Workshop	4 Councils	Tactics overview
	West			<ul> <li>Data overview</li> </ul>
				<ul> <li>SWOT exercise</li> </ul>
				<ul> <li>What Stories have</li> </ul>
				emerged from our data
				and our SWOT exercise
				<ul> <li>Discussion for day 2</li> </ul>
				workshop for establishing
				Strategic Enrollment
				Goals
4:30 PM	Carrington	End of Day 1 wrap up	Project Leads	Rob and Tammy
	304			
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> <li>From our stories what issues emerged</li> <li>Prioritizing our issues leads to the development of goals</li> <li>Developing two recruitment and two retention (student success) enrollment goals per Council</li> </ul>
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  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> <li>Present the Enrollment Goals established by the 4 Councils</li> <li>Solicit feedback</li> </ul>



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

