

Strategic Enrollment Management Update

Missouri State University Board of Governors, December 12, 2019

Below is a summary of our strategic enrollment management (SEM) efforts since the October BOG meeting. A handout with proposed SEM goals will be provided and discussed at the December meeting.

SEM Conference

- American Association for Collegiate Registrars and Admissions Officers (AACRAO)
- November 3-6, 2019, Dallas, TX
- Attendees:
 - **Clif Smart**, President (SEM Institute pre-conference workshop)
 - **Nechell Bonds**, Assistant Vice President and Director of Admissions
 - **Stacey Funderburk**, Director, Editorial and Design Services
 - **Dr. Rob Hornberger**, Associate Vice President for Enrollment Management and Services
 - **Suzanne Shaw**, Vice President for Marketing and Communications
 - **Dr. Michele Smith**, Assistant Vice President Student Affairs, Multicultural Services
 - **Dr. Kelly Wood**, Executive Director, Center for Academic Success and Transition
- Key take-aways:
 - A SEM plan must be academic centered and
 - The importance of the role of data in the development of goals, strategies, and tactics.

AACRAO Consultant

- Hired as a SEM plan write and included some consulting time.
- Visited campus November 11-13.
 - Attended the leadership mini retreat on November 11.
 - Met with Senior Leadership, the Steering Committee, the Data and Support Team, and two 2-1/2-hour sessions with all council members.
 - Began a process of developing 6-10 specific goals that fall under the themes of the guiding principles set at the beginning of the SEM initiative.

Senior Leadership and Steering Committee Meetings

Senior Leadership and Steering Committee meetings that occurred since the October BOG meeting:

- **Senior Leadership:** October 30, November 12 (with consultant), December 3
- **Steering Committee:** November 12 (with consultant), November 21, December 6

Timeline

Item	Date
Approval of SEM goals	December 2019
SEM townhall meeting	January 29, 2020 at 12:15 p.m.
Councils submit strategies	April 1, 2020
Steering Committee and Senior Leadership submit final plan to BOG	June 1, 2020

Communications Tools

- **Website:** www.missouristate.edu/enrollmentmanagement/sem
- **Blog:** <https://blogs.missouristate.edu/enrollment>