

SEM Strategies and Tactics from Community Involvement Group

Recruitment: Utilize K-12 activities/events on campus as recruitment opportunities for students and parents

- 1). Develop a master list of K-12 activities/events on campus
- 2). Distribute the master list to marketing, admissions staff, Student Affairs, and college personnel
 - a.). Develop strategies to connect with potential future students
 - b). Connect parents with opportunities for their own continued education by providing information on the Bachelor of General Studies and Graduate Programs

Recruitment and Retention: Utilize college/department advisory boards effectively in the enrollment management process

- 1). Develop guidelines for effective use of advisory boards including their involvement with recruiting, retention, fund raising, curriculum development and review, alumni relations
- 2). Develop a tool kit for advisory board members
- 3). Provide training for advisory board members (in progress)

Retention and Completion: Embrace degree reclamation* efforts across campus and within the community

- 1). Develop an advisory board for the Bachelor of General Studies and Individualized Majors
- 2). Connect with community partners to reach employees with MSU hours to help them complete degrees at MSU
- 3). Integrate degree reclamation into departmental work—make this a point on the new scorecard
 - a.). Make lists available to each department of students who have left the institution
- 4). Collaborate with Adult Student Services in Degree Reclamation work
- 5). Develop a recruit back campaign to attract readmits

Note: There was some discussion on raising the profile of the university. One committee member sits on a major SF committee, and MSU is not a major player in this initiative. The committee felt that perhaps we don't really know what the community wants from us which may require a survey or focus groups to better determine this. We do have information from the Carnegie survey on community partner perceptions of MSU. We can also pull thoughts from the Climate Survey and other areas to better understand our position in the community. Like other pools of data, we need a group to synthesize the data on the community to see how we can use this data to raise the profile of the university.

*Degree reclamation is the current terminology for attracting former students back to the university to complete degrees.