



Student Affairs

STRATEGIC ENROLLMENT MANAGEMENT (SEM)

Presented By:

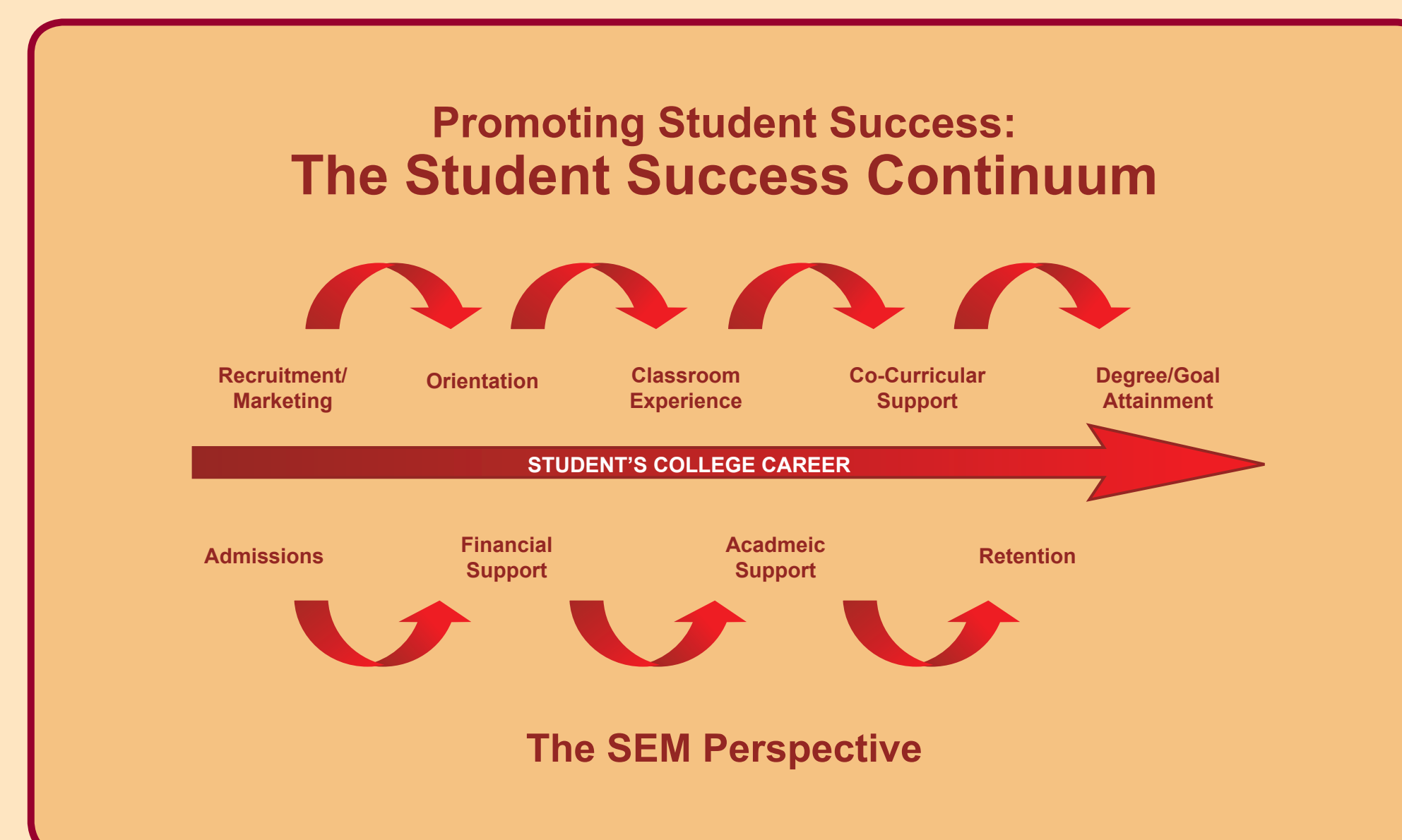
Jane Sweetland
Dean of Enrollment Services

Overview

SEM is a concept and process that enables the fulfillment of institutional mission and students' educational goals.

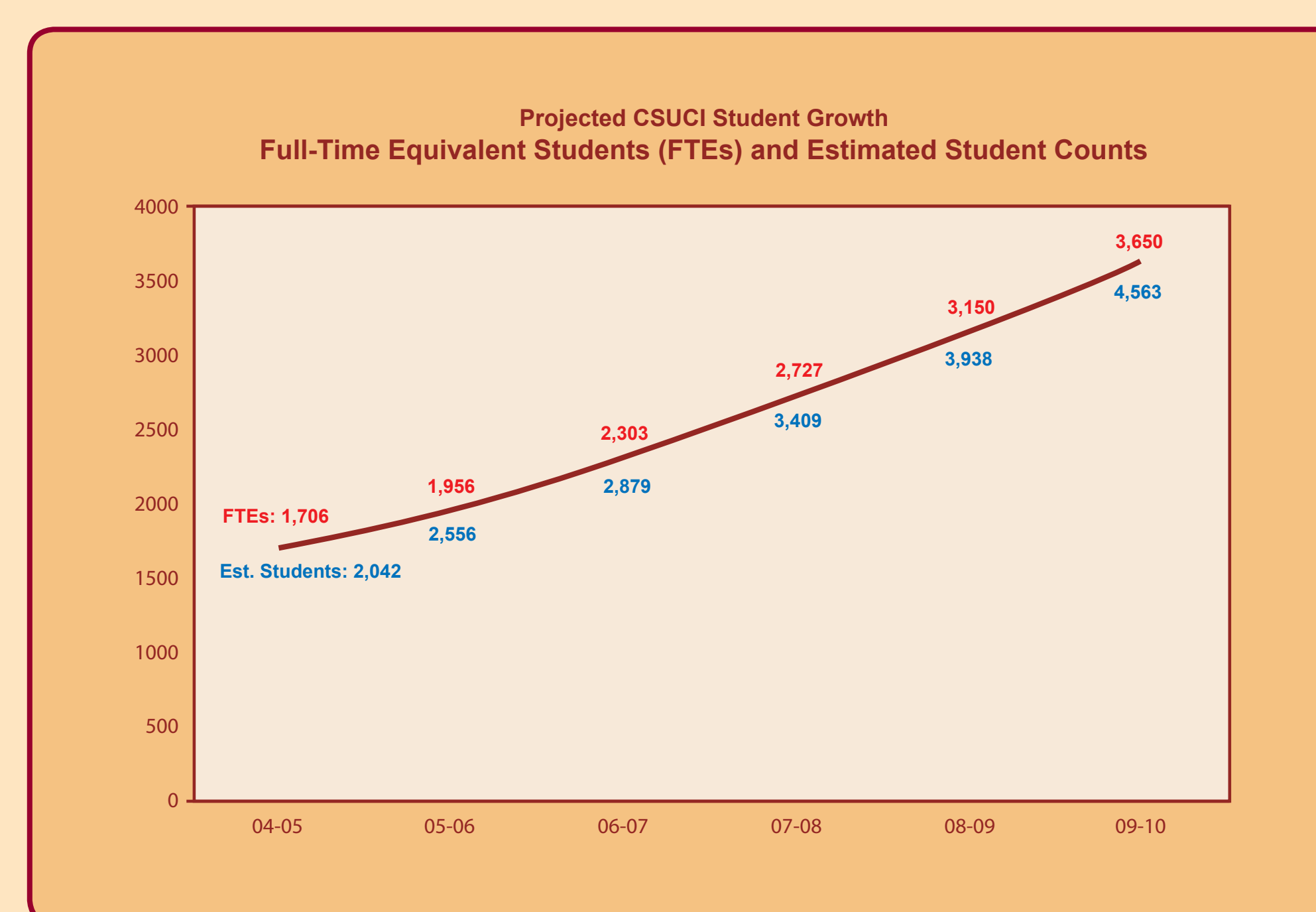
PURPOSE

- Establish clear goals for the number and types of students needed to fulfill the institutional mission
- Promote students academic success by improving access, transition, persistence, and graduation
- Promote institutional success by enabling effective strategic and financial planning
- Create a data-rich environment to inform decisions and evaluate strategies
- Improve process, organizational and financial efficiency and outcomes
- Strengthen communication and collaboration among departments across campus to support enrollment



2007-8 SEM PLAN

- Overall Enrollment: 2960 fte = 3500 students
- 450 transfer students
- 450 freshman students
- Freshmen will represent 14% of the student population
- Credential students will represent 8% of the campus population
- Non- resident target = 50 students
- International students = 30 through Extended Ed
- Demographic distribution will closely replicate that of the county
- Targets for enrollment distribution by major will be delineated by academic affairs



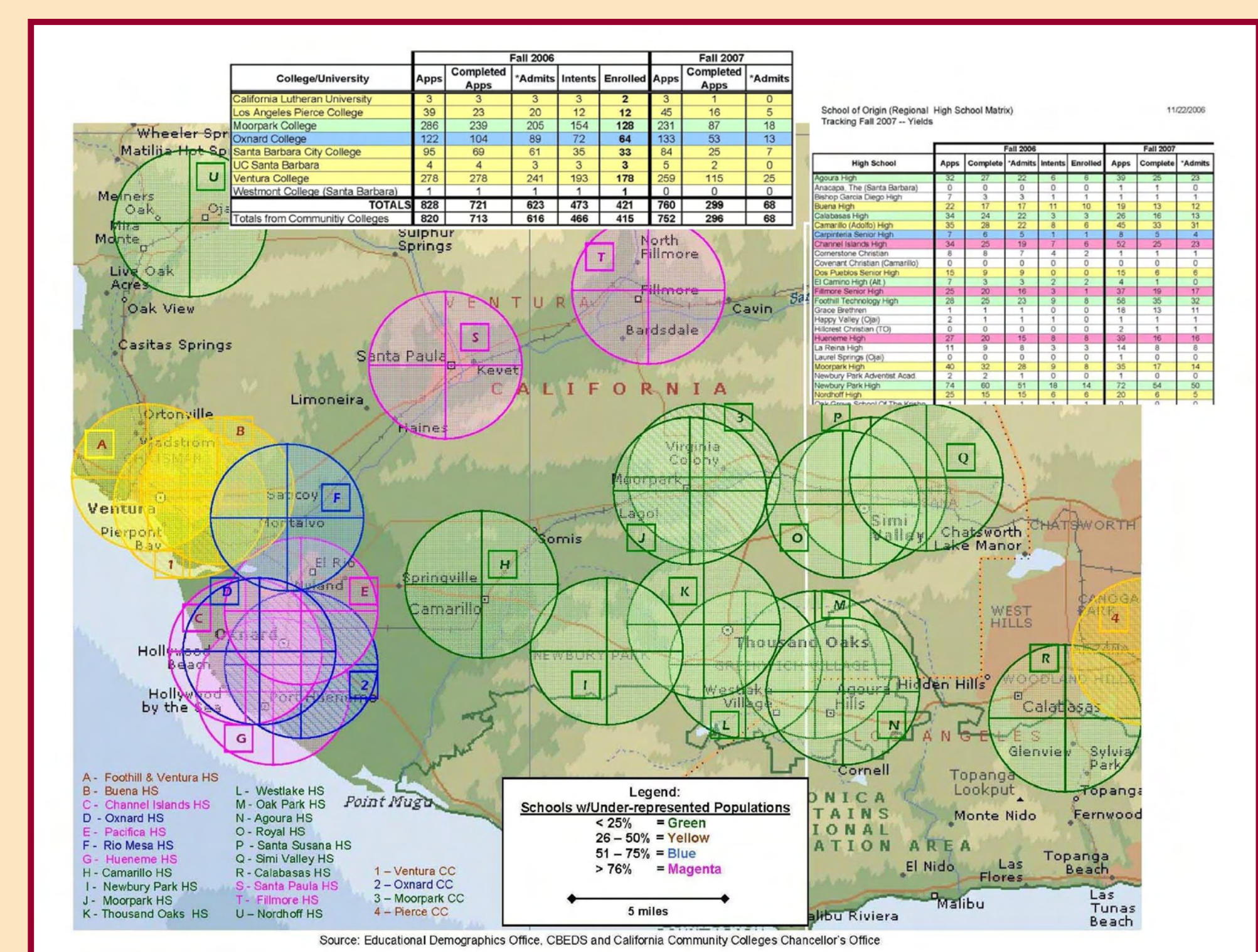
A Closer Look

QUESTIONS WE ASK OURSELVES

- What do we want CSUCI to look like in five years?
- What does our institution do well?
- What do students and stakeholders want?
- Where are programs meeting/not meeting needs?
- How do prospective students and key influencers view our institution?

MANAGED GROWTH – SEM 2007-8

- Freshmen will represent 14% of the student population
- Credential and Masters students = 10%
- Target for non-California residents = 50 students
- Demographic distribution will closely replicate the county



SERVING STUDENTS

- Degrees at Night:** This year evening and night classes were made available so that students can start and finish their degrees in business and psychology from 4-10 PM.
- Transfer Pathways:** A program available for local high school graduates who have just one or two admission requirements to meet the CSU admission goals.
- Transfer Agreement Guarantee:** A transfer agreement with our local community colleges that guarantee students' access.
- Early Assessment and College Access:** Helping students understand how they can make up deficiencies in high school to meet college criteria. Close to 1000 local high school juniors are bussed to campus

ADMISSION/RETENTION: By collecting, reviewing, and analyzing the data, the SEM philosophy enables the campus to continuously improve to serve students.

- Listening to students
- Who is not returning and why? Each semester non-continuing students are surveyed
- CIRP, YFCY, and IR Cohort Retention Study