NMSU Strategic Enrollment Management (SEM) Council

Who	Currently
Assc VP for Enrollment Mgmt – chair / ex-oficio	*D Sedillo*
Provost – ex-oficio	*D Howard*
Provost's Office Rep(s) – ex-oficio	*G Fant / M Munson-McGee*
VP for Student Affairs and Enroll Mgmt – ex-oficio	*B Montoya*
Sr VP for University Advancement – ex-oficio	*A Tawney*
Budget Office Director – ex-oficio	*P Pierson*
Asst VP for Auxiliary Admin – ex-oficio	*M Crouse*
Assoc Provost for Internat'l and Border Programs – ex-oficio	*C Menking*
Undergraduate Admissions Rep	*A Magallanez*
Graduate School Dean – ex-oficio	*L Reyes, N Palomino*
Asst VP for Institutional Analysis – ex-oficio	*J Bosland*
Academic Deans (and own College) Rep	*D Pope-Davis (ED)*
ADAC Rep	*B Pollack (AS)*
Faculty Senate Rep	*P Bloomquist (ACES)*
Grad Council Rep	*A Gopalan (AS)*
Faculty-at-Large (3)	*S Munson-McGee (ACES), S Stochaj (ENG), J Peach (BUS)*
Academic College Reps* (up to 3)	*K Brook (BUS), K Kopera Frye (HSS), J Hertzman (ACES)*

*ensures every Academic College has, at least, one representative even if cross-serving in another of the roles listed

What

Provide ongoing planning and recommendations related to institutional direction and enrollment goals aligned with academic priorities and Vision 2020.

Why

"Strategic enrollment planning is a data-informed planning process that brings fiscal, academic and enrollment leaders together and aligns your institution with its changing environment to accomplish your institution's mission."   ~Noel-Levitz 2/6/14

How: Framework for Defining Enrollment Goal-Setting Variables

STRATEGIC RESEARCH QUESTIONS	POTENTIAL VARIABLES TO CONSIDER		
Aspirations **What is the desired enrollment profile relative to the institution's mission and vision for the future?**	• Size • Quality/Admission selectivity • Student diversity mix • Program/Discipline mix	• Credential mix • Academic performance • Retention • Graduation	• Education outcomes • Learning outcomes • Net revenues
External Forces **What environmental forces present threats and opportunities to the institution's enrollment and financial vitality?**	• Population demographics • Education participation • Government policy context • Economic context • Business and industry outlook	• Occupational demand • Labor context • Values of educational consumers • Competitor context • Community needs	• Donors • Funders • Accrediting bodies
Business Intelligence **Based upon historical trends and projections, what are the options to realize the desired enrollment profile?**	• Reputation and image • Competitive market forces (market share, pricing) • Applicant demand • Enrollment trends • Enrollment projections	• Student flow analysis • Student success analytics • Net financial positioning • Cost analyses (break-even, cost of a lost seat)	• Resource optimization indicators • ROI on marketing, recruitment and retention programs
Institutional Capacity A. **What academic capacity is available or can be potentially expanded to realize the desired enrollment profile?**	• Space utilization (class/lab rooms & seats) • Course demand • Service course dependency • Faculty load and availability	• Course delivery modalities (in-class, online, blended) • Research infrastructure • Capacity to invest in program development and renewal	• Instructional development support • Library resources
B. **What is the capability of service units to realize the desired enrollment profile?**	Service unit 'scalability': • Recruitment/applicant/ admit conversion rates • Admission/enrollment yield rates	• Marketing inquiries / $ spent • Registration wait times • Student unmet financial need	• Advisor/advisee loads • Student learning support services backlogs

Excerpt from "Establishing and Operationalizing Enrolment Goals: A Data-Driven Methodology", L. Wallace-Hulecki, January 2013