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TO: Dr. Monty Sullivan
LCTCS President
FROM: Dr. Amy Cable AC
Executive Director, Student Services
SUBJECT: Strategic Enrollment Management Plan
DATE: February 2, 2022

APPROVED

Signature and date 4/13/22
LCTCS BOARD OF SUPERVISORS

FOR BOARD ACTION

Recommendation: Staff recommends the Board approve colleges to submit to the LCTCS Office a one-year Strategic Enrollment Management Plan rather than a five-year plan, no later than July 1, 2022.

Background: The need to grow enrollment through comprehensive enrollment management strategies has become increasingly vital as our colleges have become more reliant upon tuition dollars to support operational costs. In response, the President's Advisory Council of Chancellors (PACC) recommended that the Chief Student Affairs Officers (CSAO's) develop a comprehensive definition of enrollment management. The CSAO's, in turn, developed not only a comprehensive definition (which incorporates all of the students our colleges serve- credit, workforce, and adult education); but they also developed core principles, a code of conduct for the implementation of enrollment management, and a requirement that all LCTCS colleges develop and implement five-year strategic enrollment management plans. In addition, the CSAO's request that the System Office support colleges in the development and implementation of their plans through training, data gathering, and the development of data dashboards.

History of Prior Actions: LCTCS Policy #1.033- "Enrollment Management" was originally adopted on 11/13/2002, revised and approved on 12/09/2020. The Board of Supervisors approved a similar action in April 2021.

Fiscal Impact: N/A

Signature of Monty Sullivan

Approved for Recommendation to the Board
Dr. Monty Sullivan

April 13, 2022
Date

# LOUISIANA COMMUNITY & TECHNICAL COLLEGE SYSTEM

## Policy # 1.033

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### **Title: Strategic Enrollment Management**

Authority: Board Action

Original Adoption: 11/13/2002

Effective Date: 11/13/2002

Last Revision: 12/09/2020

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Strategic Enrollment Management (SEM) is a data-informed, intentionally designed, college-wide system of policies, procedures, strategies and activities that work together to support the recruitment, enrollment, retention and graduation/transfer of a diverse population of students (credit, non-credit/workforce, and adult education).

There are 5 core principles of SEM:

1. utilization of marketing techniques in admissions/recruitment;
2. an understanding that student retention is as important a part of enrollment efforts as student recruitment;
3. utilization of campus-based financial aid to achieve enrollment goals;
4. an understanding that empirical research and data analysis must guide efforts; and
5. an understanding that SEM often requires structural change to the organization to ensure that various functions are integrated and organized.

All institutions should strive to implement SEM practices that:

1. Adhere to the principles of nondiscrimination and equality without regard to race, color, creed, gender, sexual orientation, age, disability, religion, or national origin.
2. Represent LCTCS and its member colleges without vested interests or personal bias.
3. Communicate an accurate interpretation of admissions criteria, educational costs, financial aid availability, and major offerings to assist prospective students in making an informed decision.
4. Develop and implement effective management systems that will ensure integrity, confidentiality, security of institutional records, and provide an accurate interpretation of such information.

To ensure that SEM is utilized at every LCTCS college, each college shall, no later than July 1, 2021, submit to the LCTCS Office a five-year SEM Plan. Colleges shall submit new plans by July 1 every five years thereafter. Each SEM Plan should incorporate, at minimum, the following elements:

1. An overall evaluation of college-wide data (qualitative and quantitative) used to develop the SEM Plan
2. An overview of marketing strategies to be used in admissions/recruitment, as well as goals for new or returning student enrollment each year, broken down by student type and by various demographic groups
3. A plan for increasing retention and progression, and goals for increased retention and progression each year, broken down by student type and by various demographic groups
4. A plan for utilizing financial (including institutional) aid to achieve enrollment goals per LCTCS Policy #5.025

To support colleges in implementing their SEM Plans, the LCTCS will provide:

1. Annual strategic enrollment management training
2. Assistance with data gathering
3. Assistance with the development and maintenance of data dashboards so that progress toward strategic enrollment management goals can be assessed

**Signature:** 

**Email:** amycable@lctcs.edu

# H.3.Strategic Enrollment Management Plan

Final Audit Report

2022-04-08

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