

LOUISIANA COMMUNITY & TECHNICAL COLLEGE SYSTEM

Policy # 1.033

Title: Strategic Enrollment Management

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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