SUMMARY OF STRATEGIC ENROLLMENT MANAGEMENT PLAN – 2015-16

SEM Goal 1: Develop the infrastructure to support and oversee the Strategic Enrollment Management (SEM) plan, which includes the development of a SEM committee. The SEM committee will oversee enrollment initiatives to include the following areas:

- Brand Positioning and Promise
- Launch Strategy for New Programs
- Student Lifecycle Communications
- Scholarship Awards and Aid Packaging
- Improved Customer Service and Process Improvement
- High Priority Student Population Enrollment
- Strategic Enrollment Intelligence

CCHE Financial Stewardship Measures:

- 4.4: Increase institutional need-based financial aid expenditures (per FTE) at a rate at or above tuition increases for resident undergraduate students.

SEM Goal 2: Increase the success of our students as defined by increased student retention and graduations, with these specific outcomes by Fall 2020:

- Fall-to-fall retention rate for all undergraduates will increase from 67.81% to 80%.
- Fall-to-fall retention rate for first-year, full-time students will increase from 63% to 75%.
- IPEDS (6-year) graduation rate will increase from 24.1% to 32% by 2020.
- Full-time transfer student “on-time” (6-years) graduation rate will increase from 45.2% to 52%.

CCHE Credential Completion Measures:

- 1.1: Increase undergraduate credentials awarded by one percentage point per year.
- 1.4: Annually increase the graduation rate of transfer students.
- 1.7: Increase undergraduate credentials for resident, underserved students by 2% per year.

CCHE Student Momentum and Success Measures:

- 2.1: Annually increase the successful completion (C or better) of introductory gtPathways courses in English and Mathematics.
- 2.2: Annually increase the proportion of students who accumulate at least 24 credit hours.
- 2.5: Annually increase retention rates across all student levels (e.g., sophomore, junior, senior).

CCHE Closing Progress and Attainment Gaps Measures:

- 3.1: Annually reduce disparities in graduation rates between resident underserved and resident non-underserved students.
- 3.5: Annually increase the number of resident underserved students who earn postsecondary credentials in STEM disciplines.

CCHE Financial Stewardship Measures:

- 4.1: Maintain the institution’s rank relative to peers regarding the number of degrees awarded per $100,000 in total operating (E&G) revenues.

SEM Goal 4: Increase all student enrollment, by these specific outcomes by Fall 2020:

- Total new undergraduates will increase from 5,252 (fall 2014) to 6,500.
- Total undergraduate student enrollment will increase from 20,591 (fall 2014) to 22,000.
- Total graduate student enrollment will increase from 478 (fall 2014) to 1,240.
- Hispanic student FTE enrollment will increase from 20.3% of the student population to 25% by 2018 and will then continue to increase.

CCHE Closing Progress and Attainment Gaps Measures:

- 3.9: Meet annual projections of increased Latino/Hispanic enrollment by 8.25% per year, from base year 2007, to achieve HSI status (25% overall Latino/Hispanic [FTES] enrollment) by 2018.