

Strategic Enrollment Management Plan Committee Minutes
April 3, 2018
8:30-9:30 SH123

Present: Craig Snow, Michelle Bencomo, Keith Tucker, Lee Allard, Adam Bustos, Benito Pacheco, Jessica Jaramillo, Maria Sena, Casey Applegate-Aguilar, Kimberly Blea, and Edward Martinez

Zoom: Jeannie Flood, Kevin Ensor, Gloria Gadsden, Susan Chavez, and Buddy Rivera

I. Review and Finalize

a. Membership

- Committee members were in agreement with membership. In previous meeting, committee suggested inviting Dr. Rebecca Moore, faculty and Thomasina Ortiz-Gallegos, Registrar to participate. Edward will reach out to these individuals and invite them.
- Business Office will have Stephanie Gonzales, Budget Director attend.
- Student volunteers will wait for new Senate Members to be onboard. Agreed on one undergraduate and one graduate student.
- A center student volunteer was suggested by a committee member. Center Director indicated that students at the center are not available during this timeframe. Schedules for center students are different than a regular student.
- Membership for some office will be continuous serving. Continuous serving offices include Strategic Enrollment Management, Institutional Research and Effectiveness, FYL Communities, Admissions and Recruitment, and University Relations. If University Relations Director is not available to do a permanent position, then Dean of Student Affairs will take his place.
- Member indicated that graduate students are a big population, suggested that graduate office might need to be permanent.
- The committee agreed that the permanent positions will be called the Executive Team that will communicate with the campus. Edward through the Executive Team will communicate with the Executive Management Team, Staff Senate, and Faculty Senate, and the Board of Regents in an annual basis.
- Executive Team can elect to ask members to serve an additional academic year.

b. Committee Purpose & Goals

- SEM Plan should only be 5-10 page long document. Vision is to pull important pieces from other documents and plans and bring into this plan. Some pieces would need to be written because no documents or plans exist.
- Members indicated using bullets for better formatting and easier understanding and clarity.
- Committee member suggested having pillars to separate objectives.
- Committee will need to define expected outcome.
- Main pieces for the SEM Plan will be:
 - Graduate Recruitment
 - Undergraduate Recruitment
 - Retention Plan
 - Appropriate Academic Program Offerings

- Student Well Being
- Athletics
- Online
- Financial Aid/Scholarships (this piece might get integrated into student well-being)
- Purpose of Committee will be to create the plan, then sub-committees would move forward to implement the plan. Retention Advisory Council is already overseeing retention. This piece would remain theirs. The committee does not have the power to determine what programs will be offered, only recommendations can be made.
- Once plan is created, committee can transition to monitoring plan as seen fit.
- The governing board will oversee the monitoring and implementation of this plan. This will show long term commitment. Plan will be reviewed yearly and revised accordingly.
- Edward will make necessary changes and corrections to the goals and membership and will provide at the next meeting.
- c. SEM Process Framework
 - Process needs to be clear to everyone. Function and purpose of this plan needs to be clear for everyone including external audiences, campus community, and HLC.
- d. Subcommittees
 - Subcommittees will be created among the SEM Plan Committee Members. Members will decided what information needs to be pulled out of other plans and included in this plan. Some information will need to be created by the subcommittee from scratch.
 - SEM Plan should include space available on campus and centers.
 - Members made suggestion that subcommittees should correspond to the pillars that will be created.

Strategic Enrollment Management Plan Committee Minutes
April 10, 2018
8:30-9:30 SH123

Present: Benito Pacheco, Craig Snow, Michelle Bencomo, Tamlyn Crain, Rebekah Peoble, Thomasinia Ortiz-Gallegos, Kimberly Blea, Sean Weaver, Casey Applegate-Aguilar, Keith Tucker, Adam Bustos, and Maria Sena

Zoom: Jeannie Flood, Jessica Jaramillo, Buddy Rivera, Gloria Gadsden

Kimberly and the committee welcomed the two student members, Tamlyn and Rebekah.

I. Review and Finalize

a. Committee Goals and Membership

- Reviewed membership. Edward is working with Dr. Ward to get Rebecca Moore on committee.
- Pending confirmation of Dr. Moore, committee membership is approved and final.

b. Review and revise purposes or priorities

- Member indicated that it would be beneficial to have a member of the SEM Plan committee on the Strategic Planning Committees. Members agreed to discuss with Dr. Martinez when he returns.
- Implement recommended actions-committee does not have the authority to implement actions. Committee agreed to change implement recommended actions to monitor the implementation of recommended actions.
- Recommendation from committee was to have a specified timeframe for review of the SEM Plan. Committee agreed it should run parallel with the strategic planning cycle. Plan would receive a top to bottom review at least every 5 years. SEM Plan will serve as a monitoring body and to be revised in conjunction with the university strategic plan.
- Last bullet in that section change to review the plan and progress and ensure the plan is relevant and effective.
- Under the membership section, add one member from the executive team committee will serve as a member of the strategic planning committee.
- Under Educational Experience section, add language for continuing and veteran students. Commas are needed in that sentence.
- Change main campus to Las Vegas campus.
- Change Alumni to the Office of Alumni Affairs.
- Kimberly spoke about the White Paper that Dr. Gonzales has written. For next week, Kimberly will share white paper and committee will review and will be ready to discuss it. Committee made a recommendation to invite Dr. Gonzales to meeting to discuss it.
- Under retention change student specific to student centered.
- Change first sentence in retention section to monitor the development of a retention plan through the retention advisory committee and add in conjunction with retention advisory council.

- After reviewing the retention section further, several changes need to be made. Kimberly, Casey, and Dr. Martinez will review and revise the retention portion. They will bring this section back to the committee.
- Member indicated that a technology pieces needs to be added to plan.

c. Table of Contents

- Committee reviewed the sample table of contents that was provided. Members indicated that they would like to view the entire plan to make informed decisions.
- Committee would like to see the plan before working on table of contents. Kimberly will share the white paper and the sample SEM Plan. She indicated to the committee to review and be ready to discuss next week.

Strategic Enrollment Management Plan Committee Minutes
April 24, 2018
8:30-9:30 SH123

Present: Sean Weaver, Tamlyn Crain, Julia Geffroy, Susan Chavez, Thomasinia Ortiz-Gallegos, Kimberly Blea, Edward Martinez, Lee Allard, Keith Tucker, Rebekah Peeble, Casey Applegate-Aguilar, Jessica Jaramillo, Maria Sena, and Warren Lail

Zoom: Benito Pacheco, Gloria Gadsden, Kevin Ensor, Buddy Rivera, and Tina Clayton

I. Review and Finalize

a. SEM Plan Goals

- Edward indicated that there was still some confusion and concerns on the goals for the SEM Plan Committee. To clarify, Edward informed the committee that they would just create and implement the SEM plan. Teams and other committees are already in place to lead recruitment, retention, and other efforts. Edward indicated that he has struck out the items on the document that the committee would not be charged with doing. Document will be updated and presented for final approval in next week's meeting.
- Member requested we include a section regarding the university not losing focus of the value of higher education. Committee agreed to include it in the plan's introduction.

II. Sample Strategic Enrollment Management Plan

- Committee reviewed a sample SEM Plan from Central Michigan University. This sample plan matches very closely to our university.

III. Create SEM Plan Outline

- Committee reviewed and discussed current outline.
- Committee requested that Advisement be included.
- Pieces from other plans will be gathered to include in the SEM Plan. Committee needs to be careful not to duplicate work.
- Committee agreed to include the financial aid and scholarship piece under recruitment and retention section. It will not have its own section.
- Member requested that tuition fall under financial aid and scholarship.

a. Plan Headings:

- **Recruitment**
 - **Undergraduate**
 - Centers
 - Online
 - LV Campus
 - Athletics
 - Financial
 - International
 - **Graduate**
 - Centers
 - Online
 - LV Campus

- Athletics
 - Financial
 - International
- Retention
 - Undergraduate
 - Centers
 - Online
 - LV Campus
 - Athletics
 - Financial
 - International
 - Graduate
 - Centers
 - Online
 - LV Campus
 - Athletics
 - Financial
 - International
- Service
 - All Students
 - Student Well Being
 - Advisement
 - Financial
 - Tuition
 - Financial Aid
 - Scholarships
- Academic
 - All Students
 - Degree Offerings
 - Advisement
- Retention of undergraduate and graduate students should mirror each other.

IV. Subcommittees

- Some members might have to participate in several committees. Examples included Sean for marketing, Benito for advisement, Buddy and faculty members for recruitment of undergraduate and graduate students and faculty members.
- Edward will write up the SEM Plan outline and share with group next week.
- Potential subcommittees that members will be involved with will be:
 - Buddy-Recruitment and Service
 - Benito-Advisement in two sections
 - Julia-Retention
 - Casey-Retention
 - Warren-Recruitment
 - Jessica-Recruitment

- Susan- will float from group to group
- Thomasinia-Academic
- Tamlyn-Graduate Recruitment and Retention

V. White Paper Weaving Tradition and Technology

- Dr. Roxanne Gonzales provided an overview and discussion of the white paper.