

**Strategic Enrollment Management Plan Committee**  
**March 17, 2020**  
**FMTZ Conference Room 210 and Via Zoom**  
**2:30-3:30 p.m.**

**Minutes**

Present: Terri Law, Maria Sena, Sean Weaver, Ernestine Clayton, Buddy Rivera, Michelle Bencomo, Gloria Gadsden, Jim Deisler, Benito Pacheco, Susan Chavez, Kimberly Blea, Joe Gieri, Jessica Hurtado, Kevin Ensor, and Keith Tucker

I. HLC Visit Discussion

- Terri indicated that the HLC visit will be a virtual visit. She asked the committee to be prepared to discuss the work this committee has done and the SEM Plan. They will want to know initial plan and how are we implementing it.
- Terri indicated that Faculty Senate had provided a one-year approval on this plan. Committee will need to determine if we need to revise the plan.
- Terri indicated that some goals in the plan were ambitious. However, if goals were not met, we need to ensure we mark our progress. Committee needs to show sustain progress on these goals. Terri indicated that committee could focus on retention improvement and freshmen cohorts.
- Terri stated that when plan update occurs, we need to include the Student Success Coaching Model. The university has done a lot since this model was implemented.
- Terri indicated that she would share the itinerary for the HLC visit once it becomes available. After the visit it complete, HLC will share an overview of their findings.

II. Update to SEM Plan

- Committee agreed to update the SEM Plan after that the HLC focus visit.
- Committee will determine how to consolidate the plan(s). One suggestion was to make a document that hones in on what we are doing. Show strengths and weakness of our current plan.
- Committee member indicated that the university should have one document that measures outcomes.
- Committee member stated that since a unit level plan is already in place, we can incorporate the SEM Plan into our unit level plans. Plan would include recruitment, enrollment, and retention.
- Committee members agreed that the plan needs to share accountability. Currently, there are pieces of this plan that we cannot be accountable. Member suggested an activity chart in the plan showing what people are accountable and who is really responsible. In the old plan, multiple people are responsible for one thing. Terri indicated that she does not want the plan to be very long. Another concern is how can someone be accountable if no resources are given to them to accomplish their goals. Committee agreed that if there are limited resources, at some point, without sufficient resources, goals cannot be accomplished.
- Terri stated that if anyone encounters barriers, keep track of them. Identify strategies that could remove these barriers.

- Terri indicated that the university will never have 100% buy in. However, committee can't wait to make changes until we do. It will never happen. If we have majority buy in, then we move forward with a project.
- Terri indicated that we need to make a case on why this plan is still important. She stated that a lot of data was in the first plan. The updated plan should shift gears and make it more mission statement orientated and more engaging.

### III. Other

- After HLC visit, the SEM Plan committee will meet. They will review feedback and begin to update plan before the next HLC visit in 2022.