



College Affairs Committee Proposal

Proposal: Eliminate the Strategic Enrollment Management (SEM) Committee (G-6-8.8)

Background

In 2007, COCC started the Strategic Enrollment Management (SEM) committee for the purpose of better defining institutional recruitment and retention goals for credit and noncredit programs. While this direction was well-intended, it brought levels of complexity that could not be sustained with the institution's organizational structure and resources. As a result, SEM morphed into a smaller, more focused group whose efforts concentrated on developing credit enrollment goals. Eventually, the committee morphed into an even more focused group, one that developed enrollment goals for certificate and degree-seeking students only.

Ultimately, the different iterations of SEM planning had many successes. Most importantly, it was one of many areas of the College that helped move the COCC to being more aware of how data can inform its work and achieve its goals. Examples of these include greater attention to success rates of students testing into developmental classes, the recruitment of Native American and Latino students, and a better understanding of COCC's yield rates.

Proposal

While these achievements are laudable, national best practices indicate that successful SEM teams are those that can be nimble and responsive to constantly changing environments. Therefore, the more formal and rigid structures associated with established committees may limit COCC's ability to be successful with enrollment planning. Additionally, during the past several years the College increased staffing in College Relations and Admissions with the goal of having greater focus on recruitment and marketing. With these changes, the formal structure associated with a college committee is no longer needed and as such, this proposal recommends removing the SEM Committee as a COCC committee.