



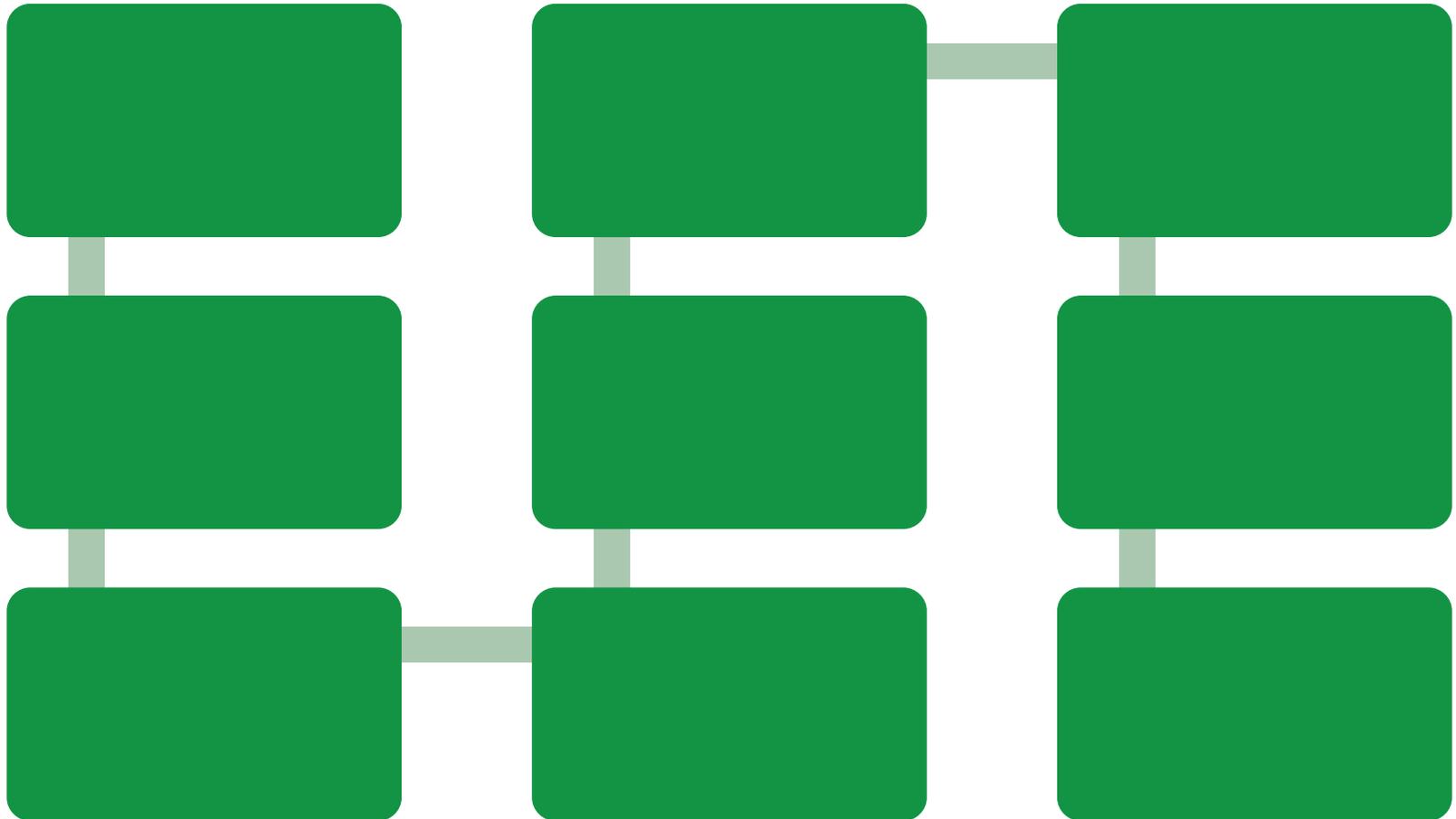
November 14, 2023

Academic and Student Affairs

Strategic Enrollment Management and Fall Enrollment Update

MINNESOTA STATE

Strategic Enrollment Management (SEM) Planning Considers the Totality of the Student Experience



The System Strategic Enrollment Management Approach

- 2022 SEM Workgroup Recommendations
- AACRAO SEM Project funded by Lumina Foundation
- SEM Dashboard Project funded by Lumina Foundation
- Strategic Enrollment Management Approach Document
- SEM Affinity Group Campus Conversations



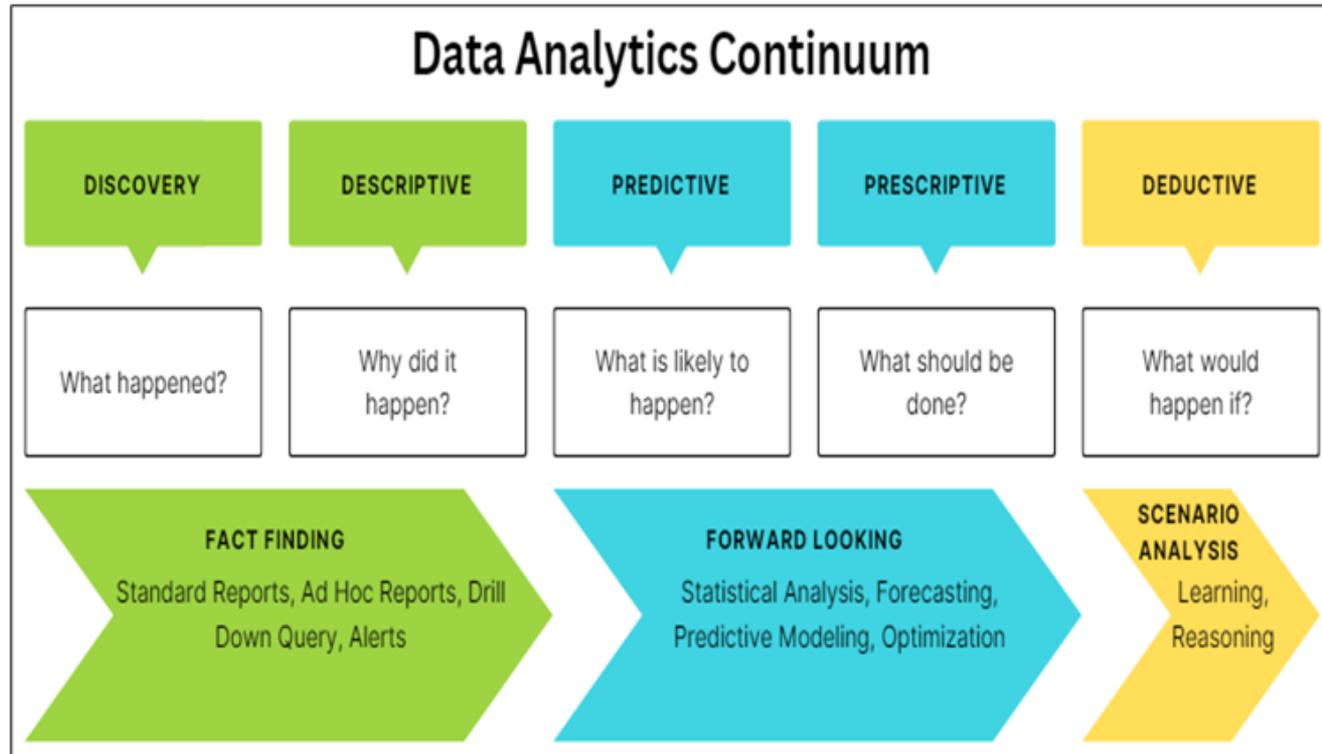
SEM Workgroup Recommendations

- SEM planning and implementation occurs at the campus with support from system resources as needed
- SEM plans should include clearly defined goals and strategies aligned with institutional strategic plan
- SEM plans should include equity focused goals aligned with Equity 2030, enrollment projections/goals and assessment methods to measure goal progress
- The system office should identify opportunities to provide colleges and universities with additional data resources and technology helpful in SEM planning and implementation

Equity by Design & SEM



SEM Dashboard Project



Moving beyond a snapshot in time to use our data to provide predictive analytics that enable campus leaders to prepare for the impact of enrollment changes.

AACRAO SEM Project

- Largest ever SEM grant funded project in the United States
- Six SEM planning workshops led by AACRAO consultants focused on practical planning models
- Personalized consulting for 12 participating colleges developing SEM plans that include goals focused on Equity 2030 and returning adult students
- Ongoing consulting to support the implementation of SEM plans
- Upcoming SEM Workshops open to all!



Suggested Questions for Poster Presenters

How does your college or university work with local high schools to advance your SEM plan?

What strategies are your college or university considering or implementing to attract and retain returning adult students?

How did your college or university embed Equity 2030 and Equity by Design in the SEM planning process?





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