



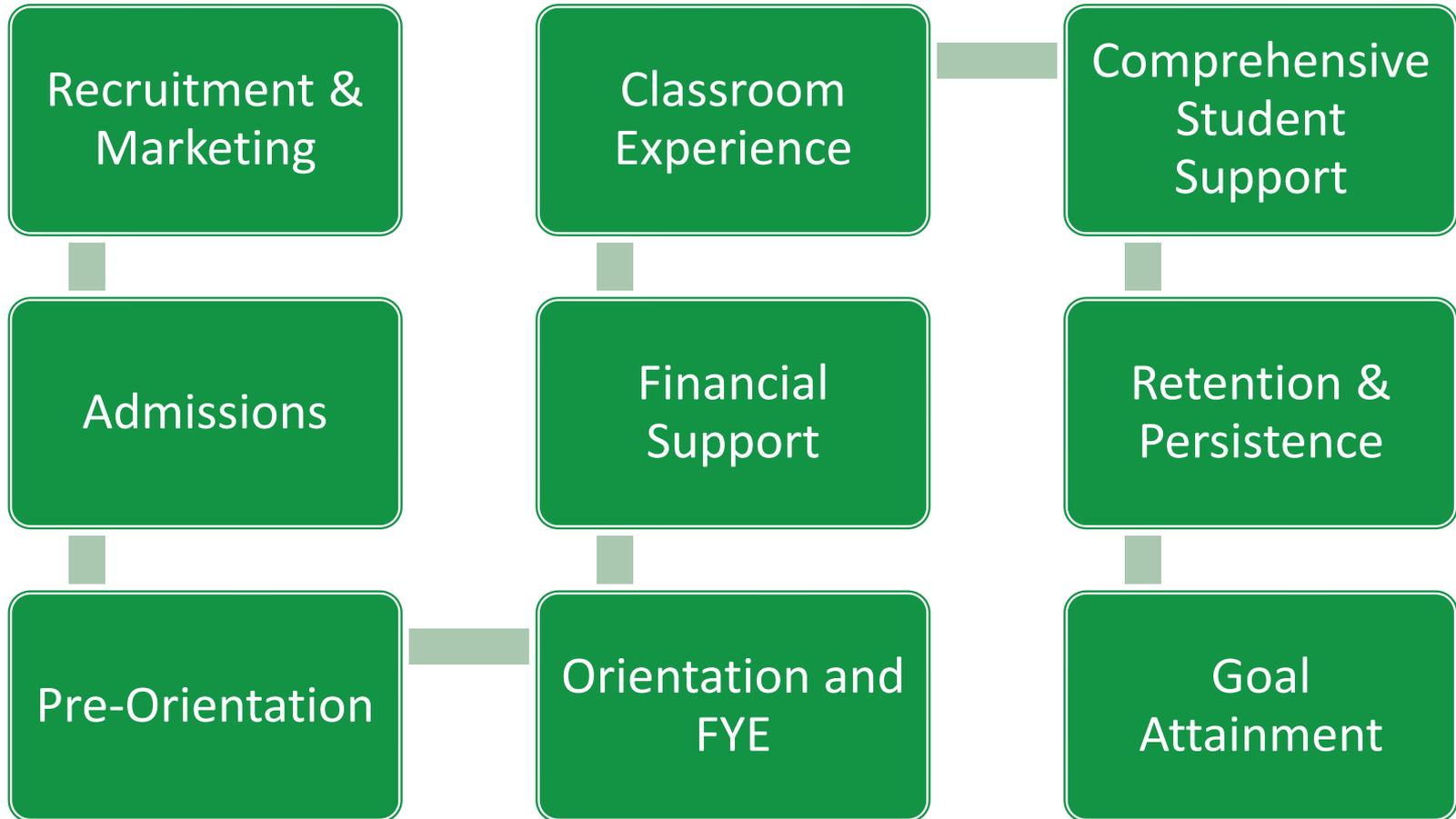
November 14, 2023

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

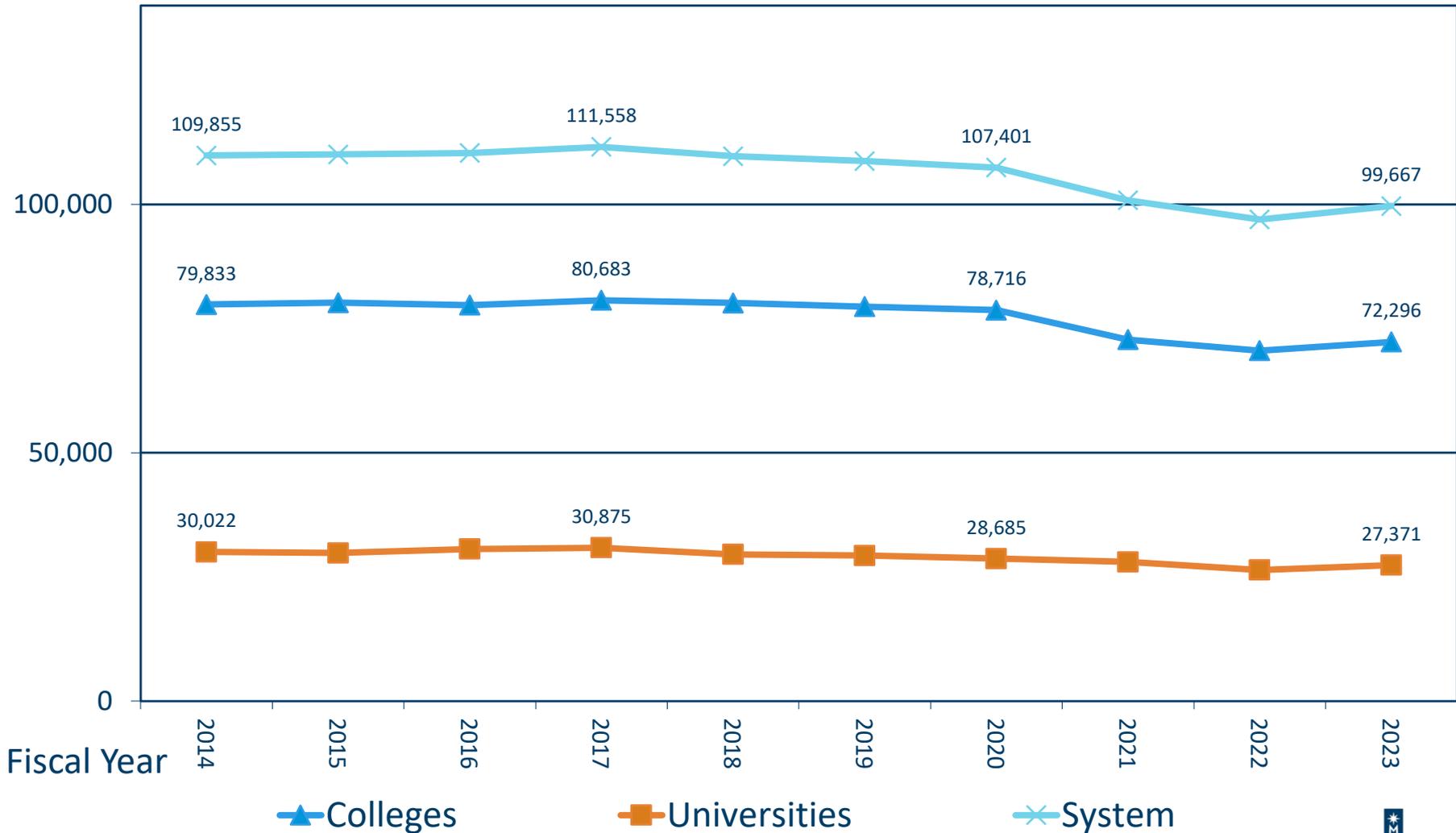


Fall 2023 Enrollment

	Fall 2022 (% Change from Previous Year) Headcount	Fall 2023 (% Change from Previous Year) Headcount
Minnesota State Colleges	-1.2%	3.8%
<i>Public 2-Year Sector</i>	<i>-0.1%</i>	<i>4.4%</i>
Minnesota State Universities	-4.1%	-0.6%
<i>Public 4-Year Sector</i>	<i>-1.4%</i>	<i>0.8%</i>
System	-2.2%	2.3%
<i>All Sectors</i>	<i>-0.9%</i>	<i>2.0%</i>

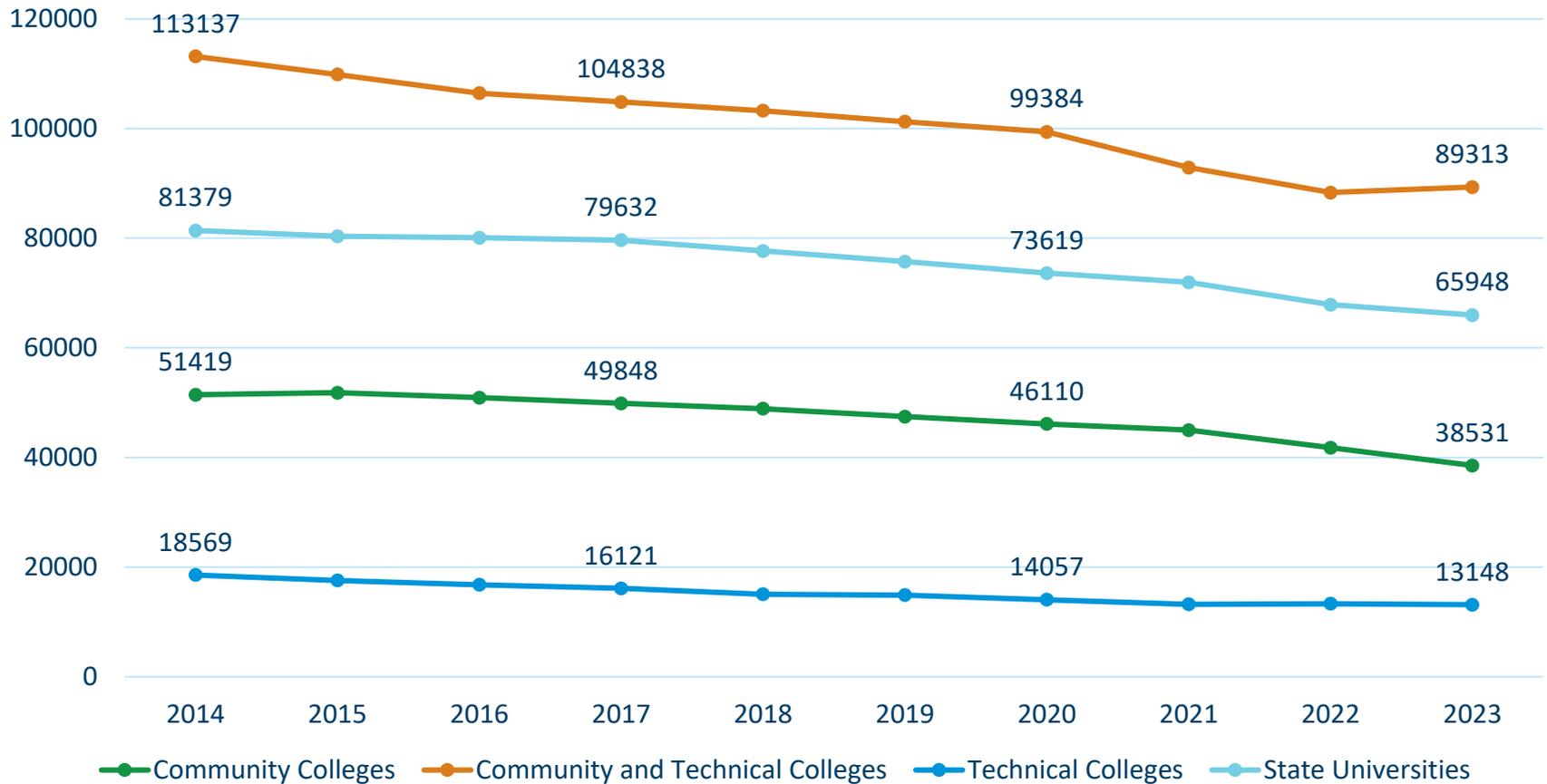
Sources: Italicized data comes from National Student Clearinghouse Research Center, “First Look at Fall 2023 Highlights (as of September 28, 2023)”; System Office Research – Academic and Student Affairs Fall 2023 30th Day Credit Headcount Enrollment

New Student Credit Headcount



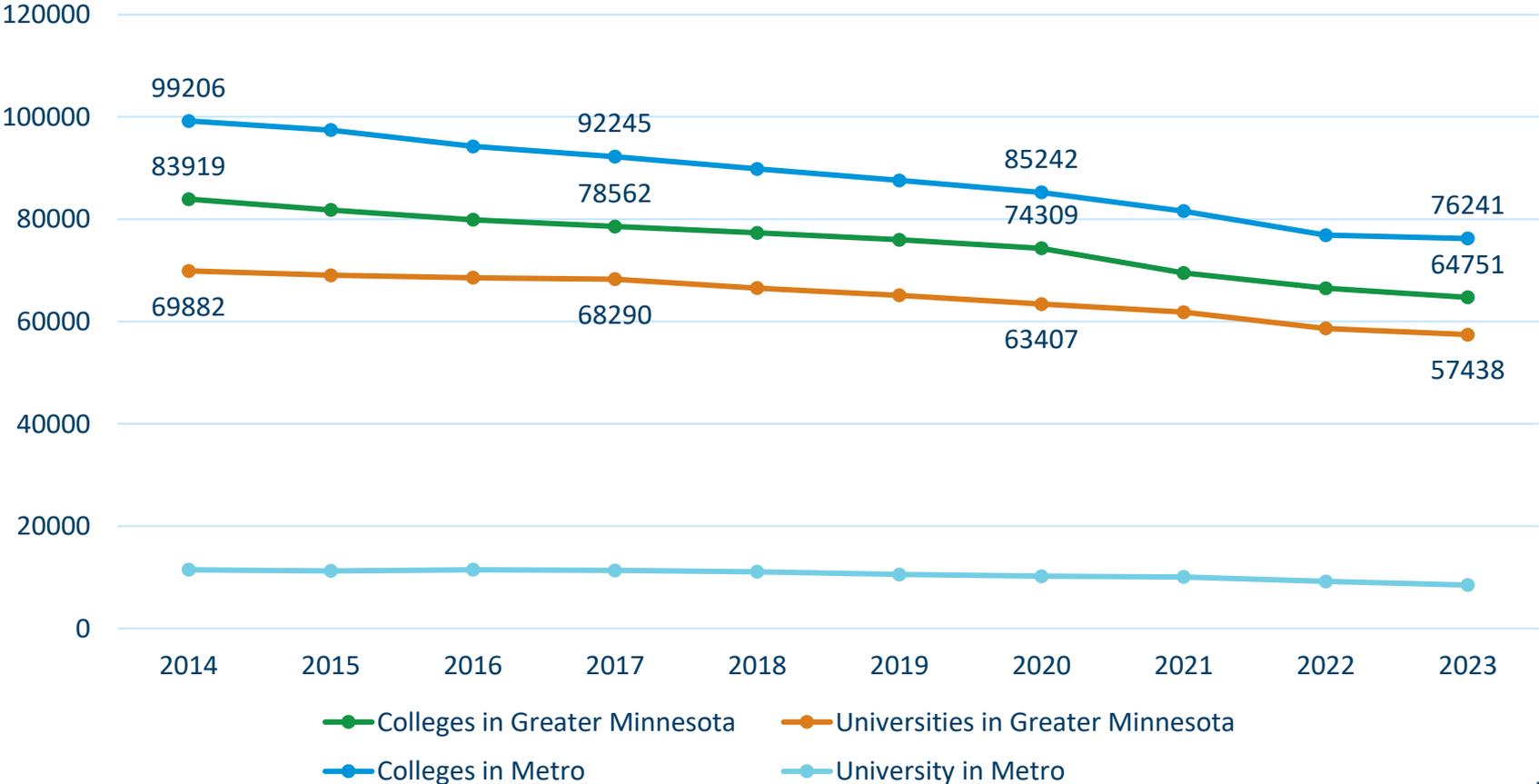
Source: System Office Research – Academic and Student Affairs
End of Fiscal Year Y record, Enrollment DTL

Fiscal Year Credit Headcount Enrollment by Institution Type

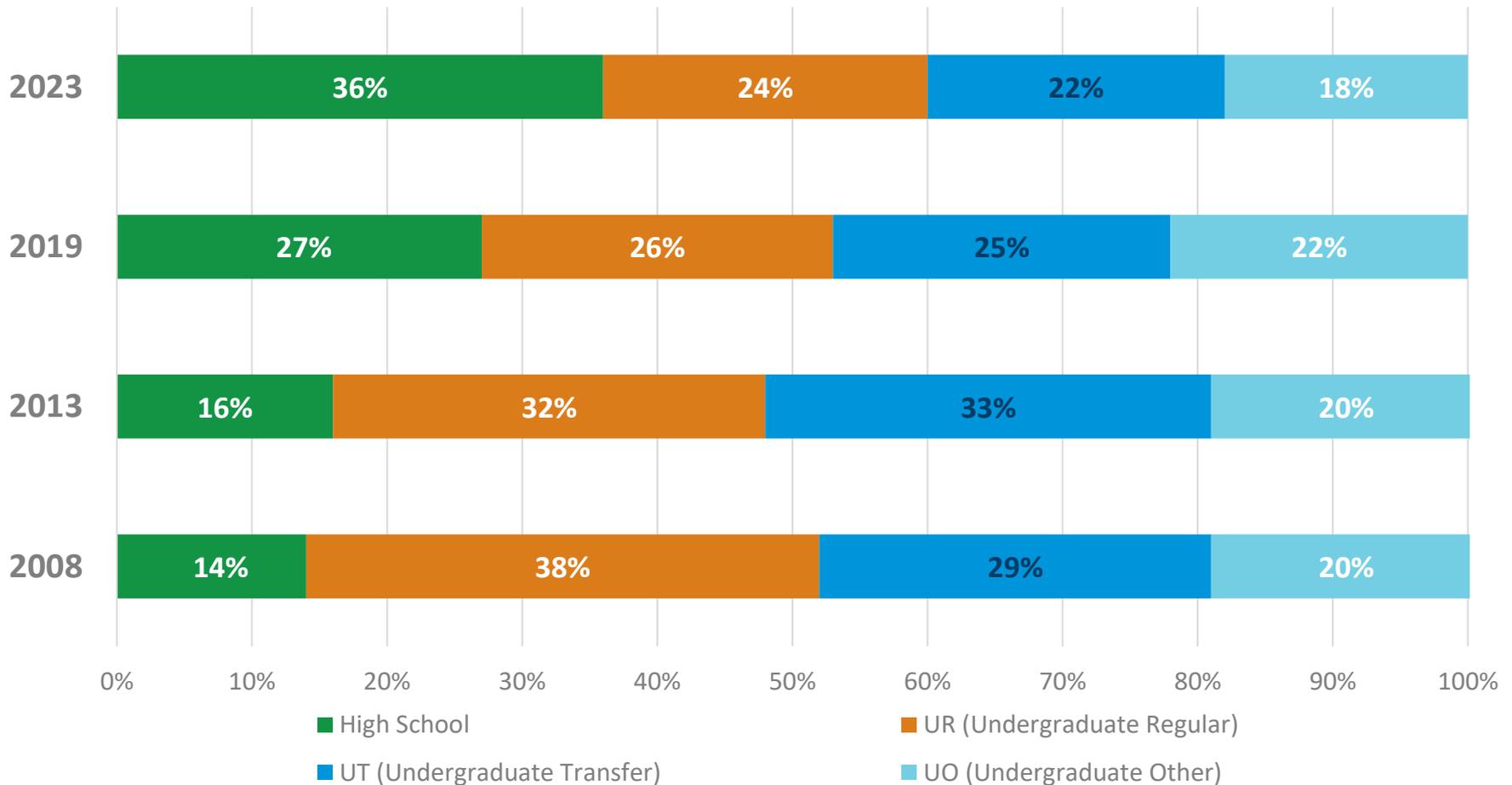


Source: System Office Research – Academic and Student Affairs
End of Fiscal Year Y record, Enrollment DTL

Fiscal Year Credit Headcount Enrollment by Institution Region/Type

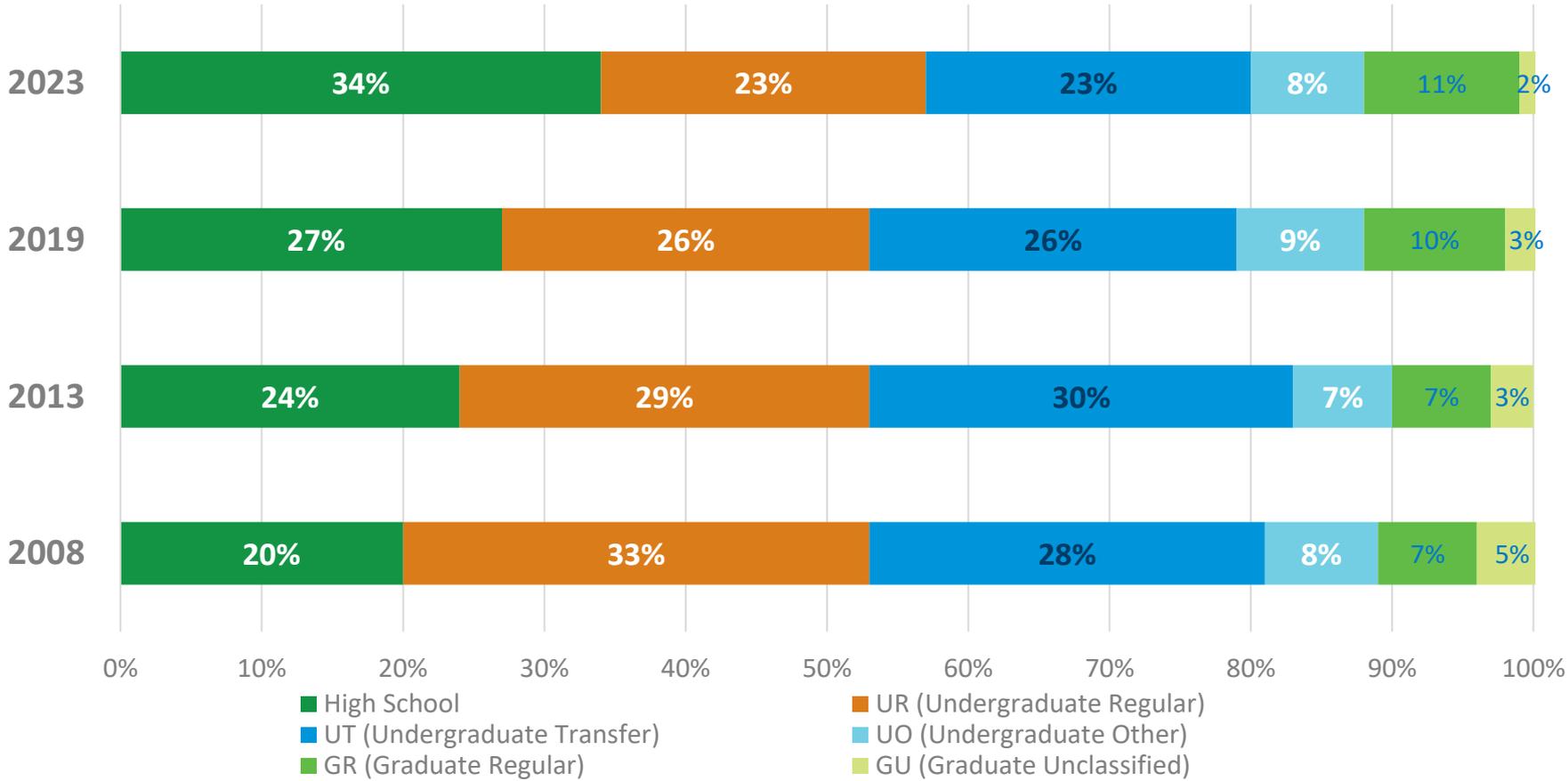


New First Year College Students



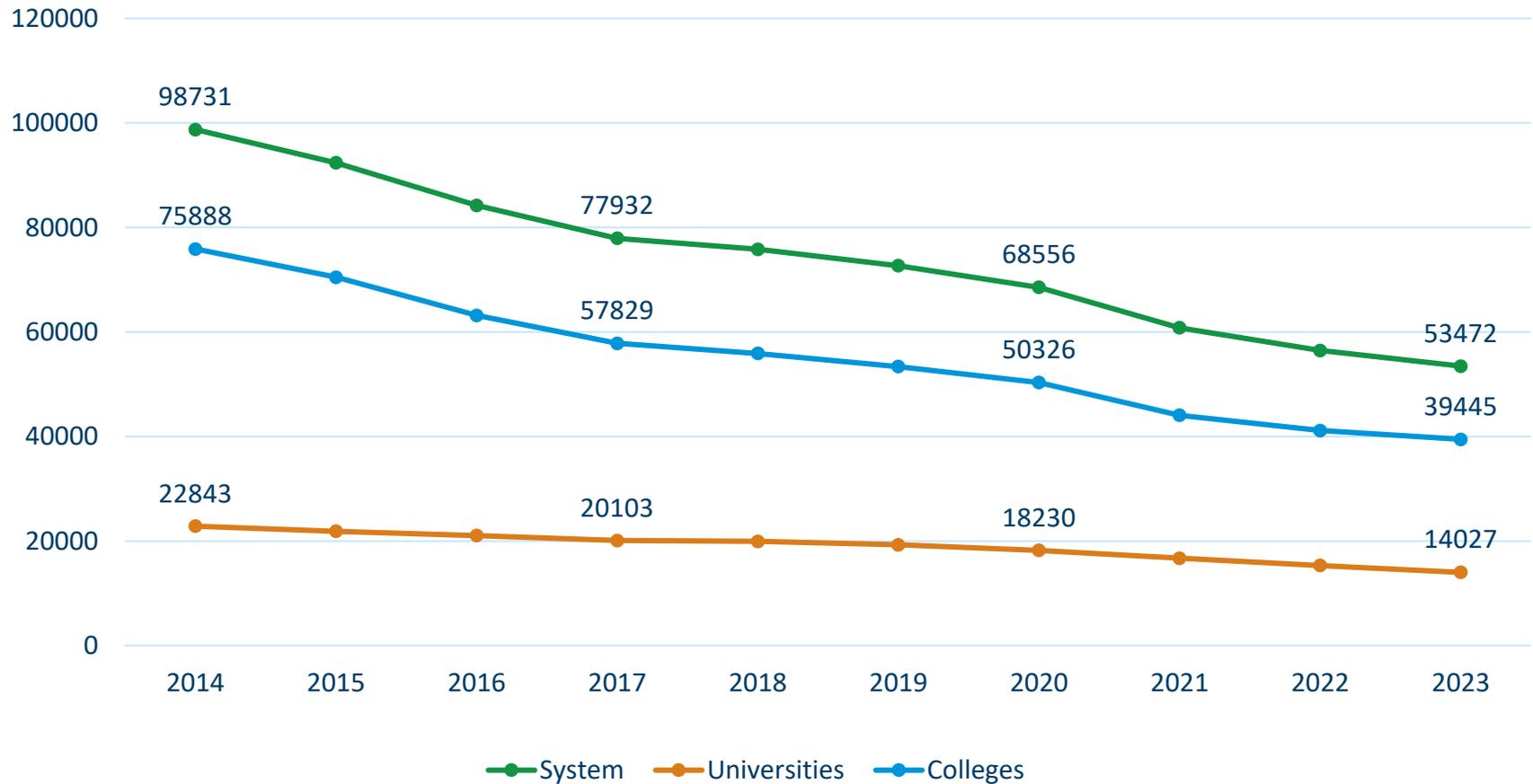
Source: System Office Research – Academic and Student Affairs
End of Fiscal Year Y record, Enrollment DTL

New First Year University Students



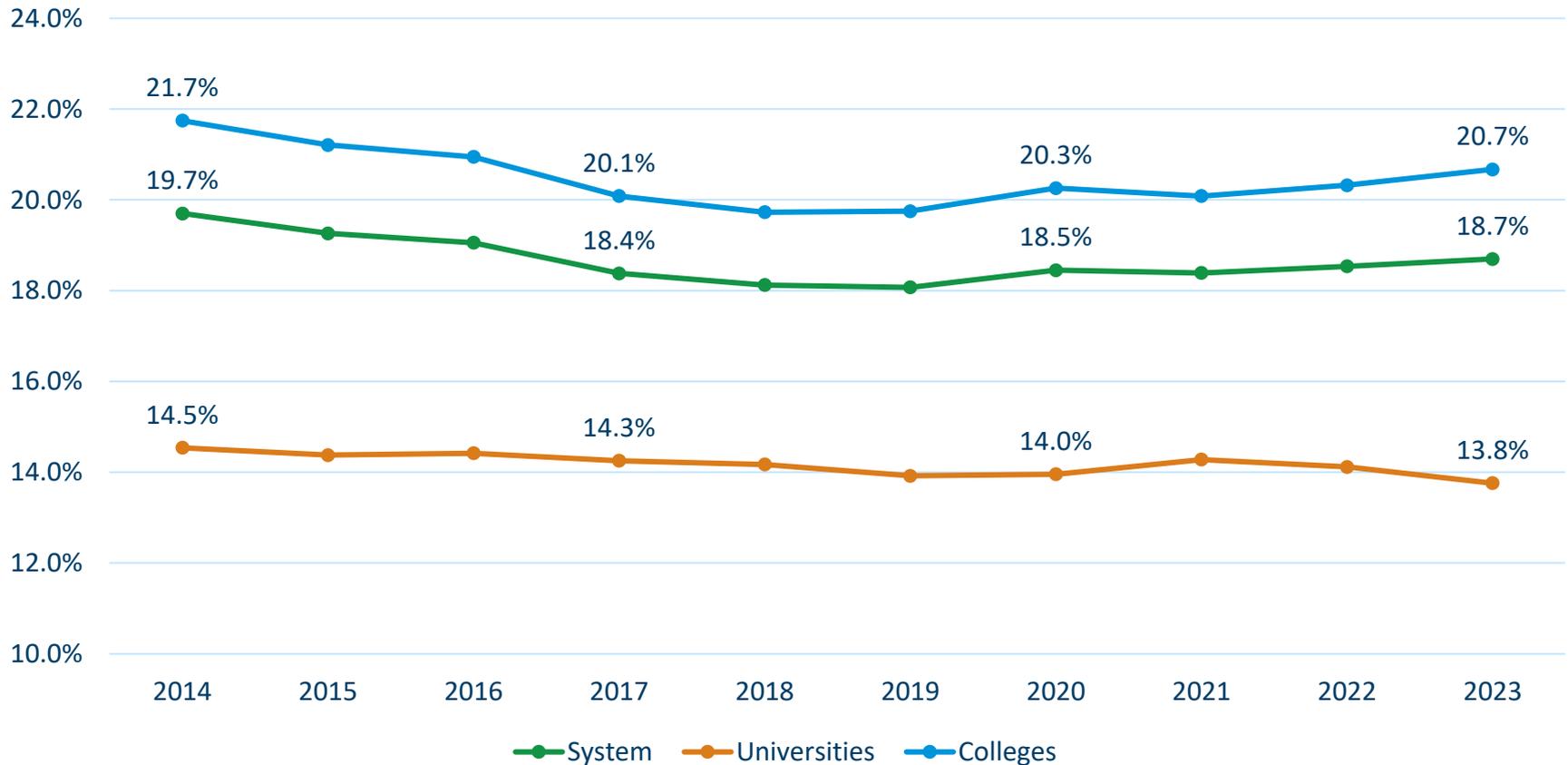
Source: System Office Research – Academic and Student Affairs
 End of Fiscal Year Y record, Enrollment DTL

Equity 2030: Pell Eligible Students by Sector



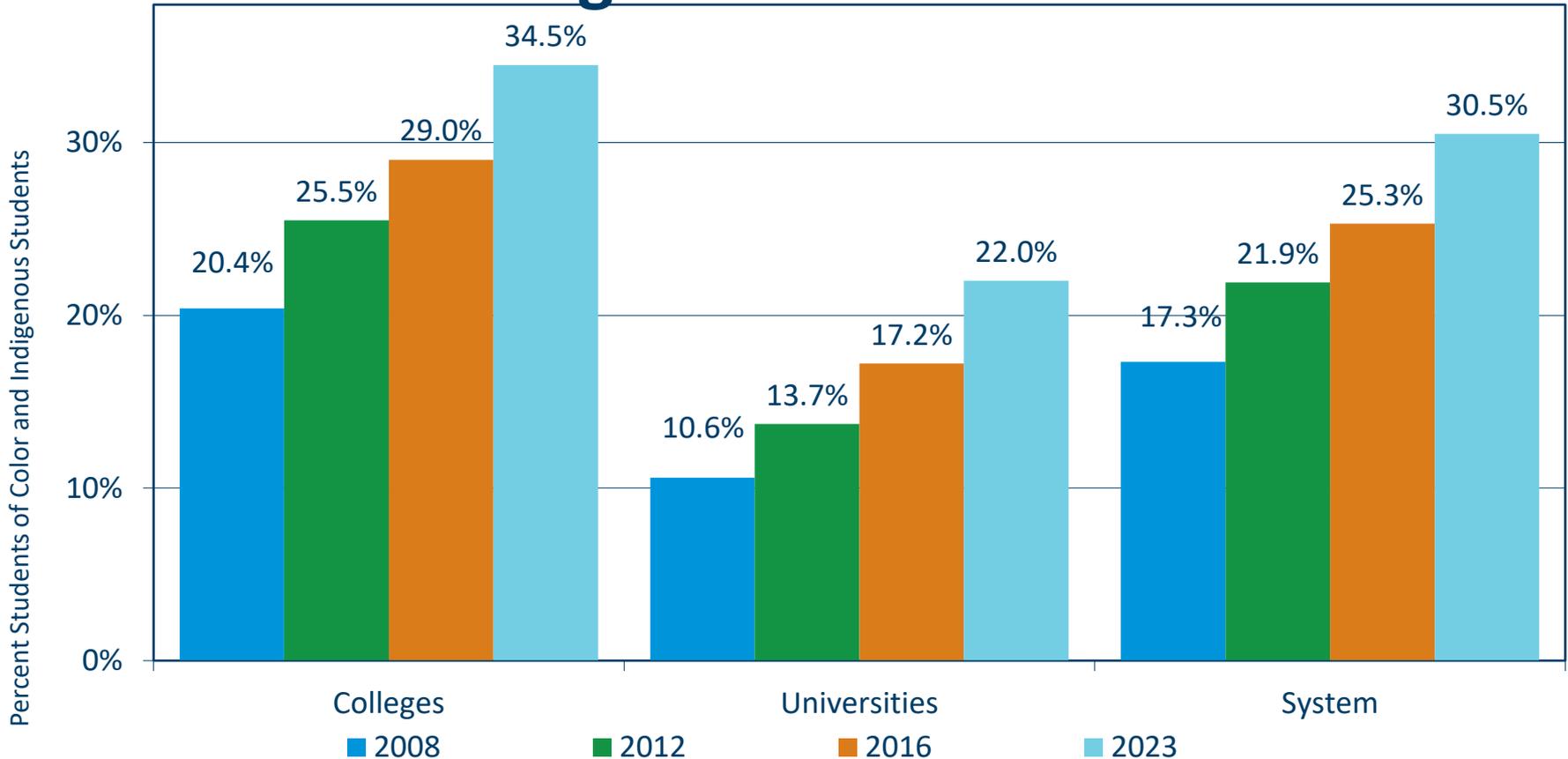
Source: System Office Research – Academic and Student Affairs
End of Fiscal Year Y record, Enrollment DTL

Equity 2030: Percent of First Generation Students by Undergraduate Headcount



Source: System Office Research – Academic and Student Affairs
End of Fiscal Year Y record, Enrollment DTL

Equity 2030: Students of Color and Indigenous Students

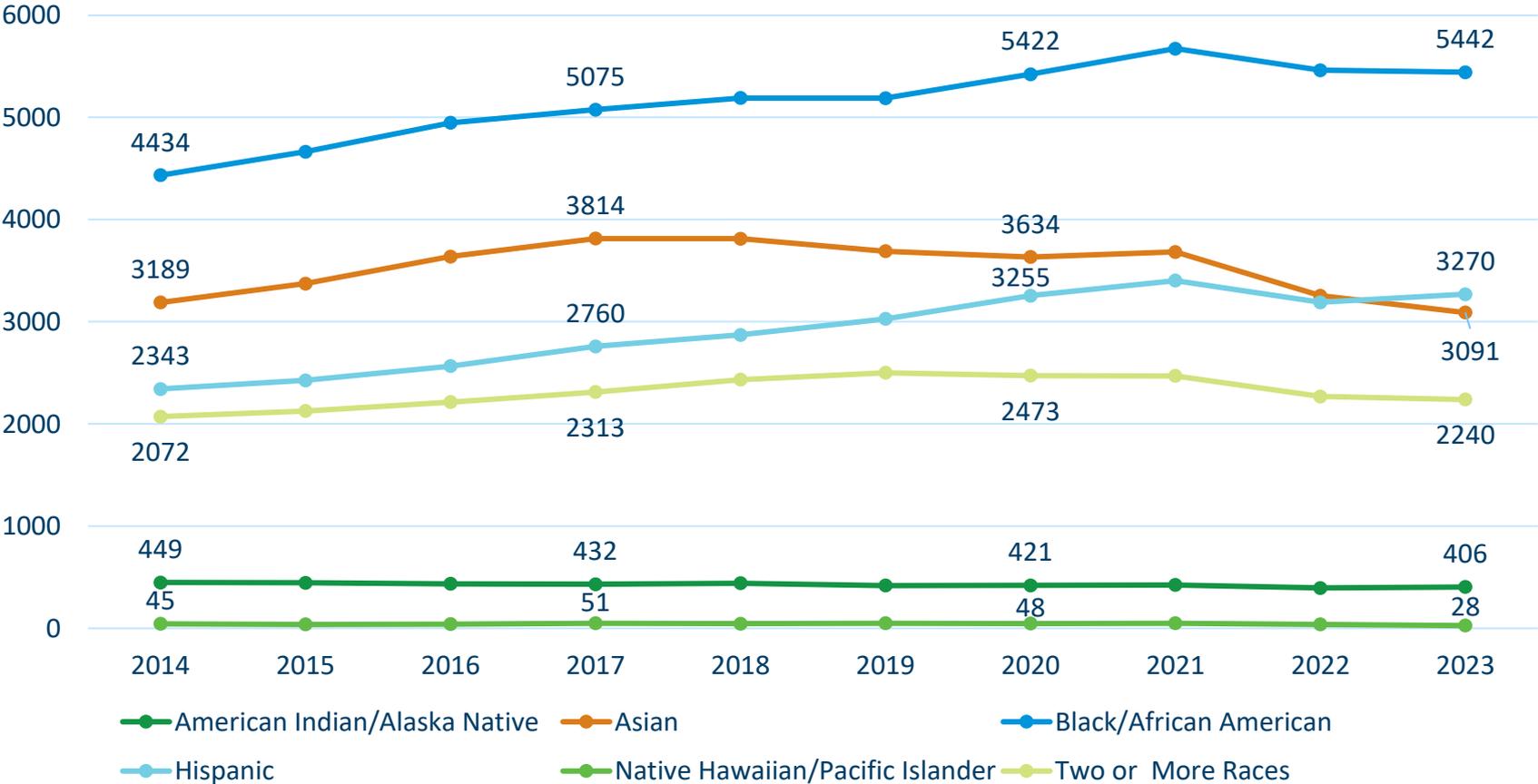


Students of Color & Indigenous Students: 2008 = 43,311 2023 = 62,082 Increase = 45.7%

Other Students: 2008 = 206,637 2023 = 143,858 Decrease = -30.4%

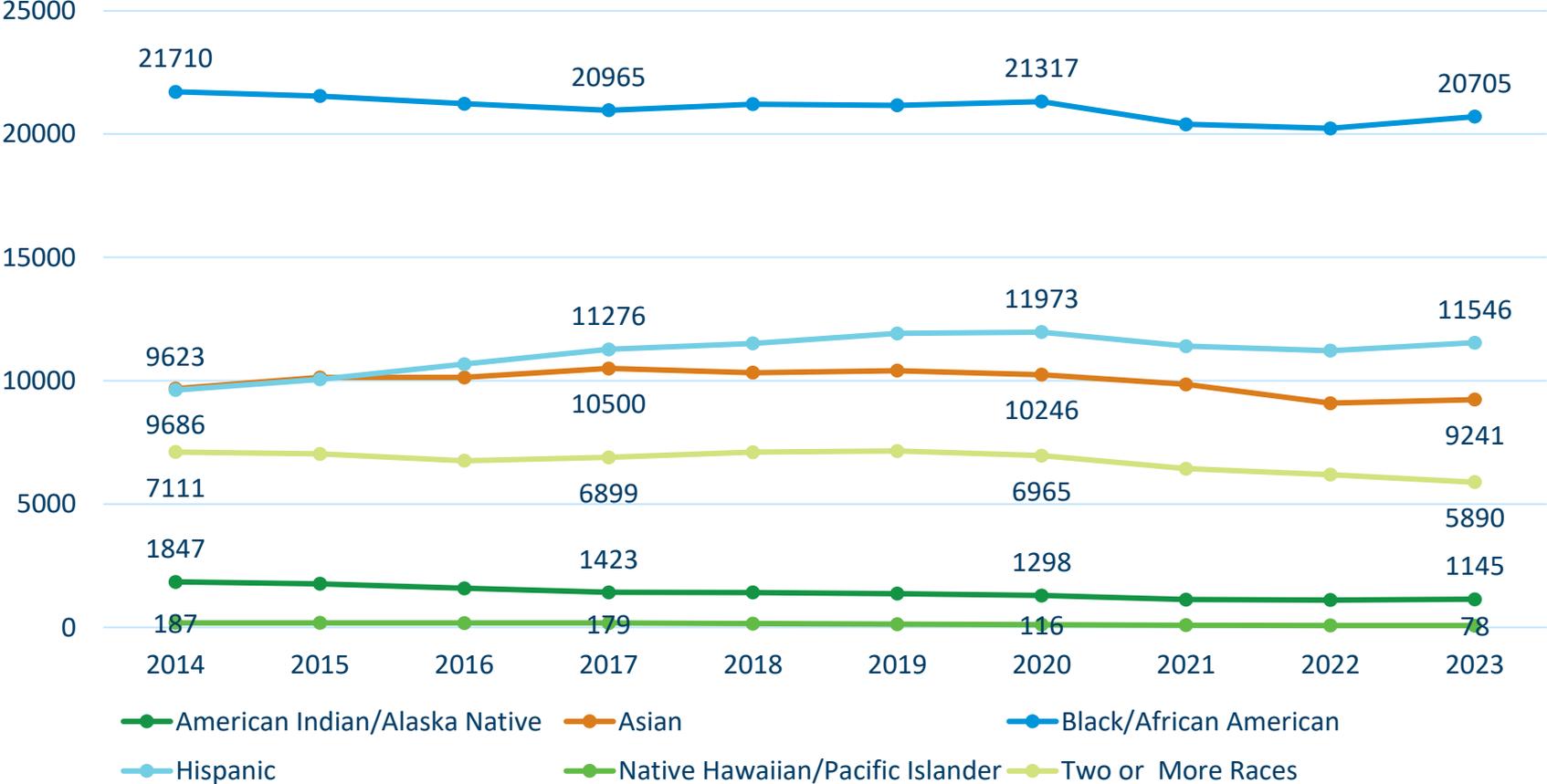
Minnesota State is serving almost 20,000 more students of color/Indigenous than in 2008

Enrollment by Students of Color/Indigenous at Universities



Source: System Office Research – Academic and Student Affairs
End of Fiscal Year Y record, Enrollment DTL

Enrollment by Students of Color/Indigenous at Colleges



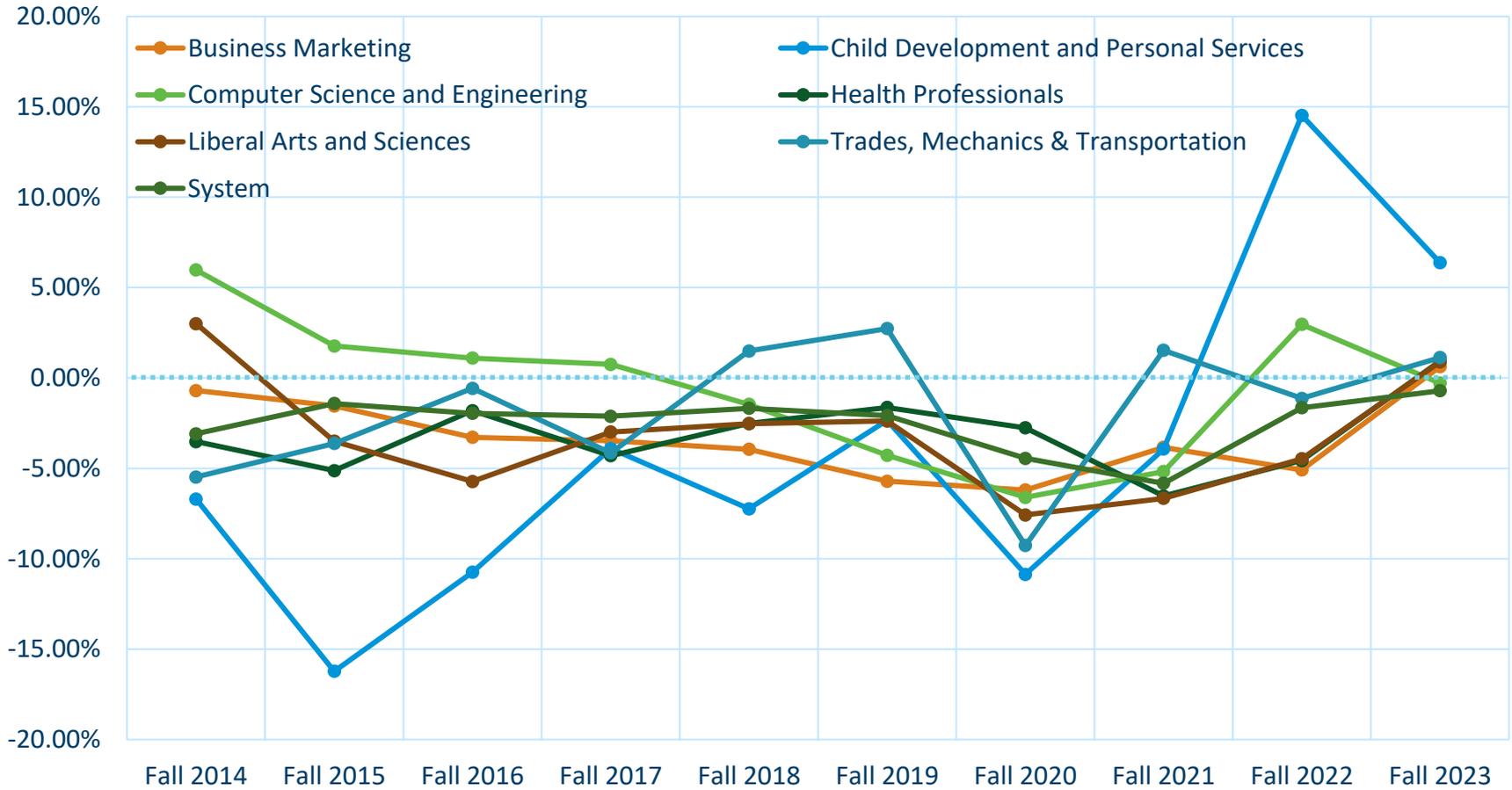
Source: System Office Research – Academic and Student Affairs
 End of Fiscal Year Y record, Enrollment DTL

State of Minnesota Drive for Five



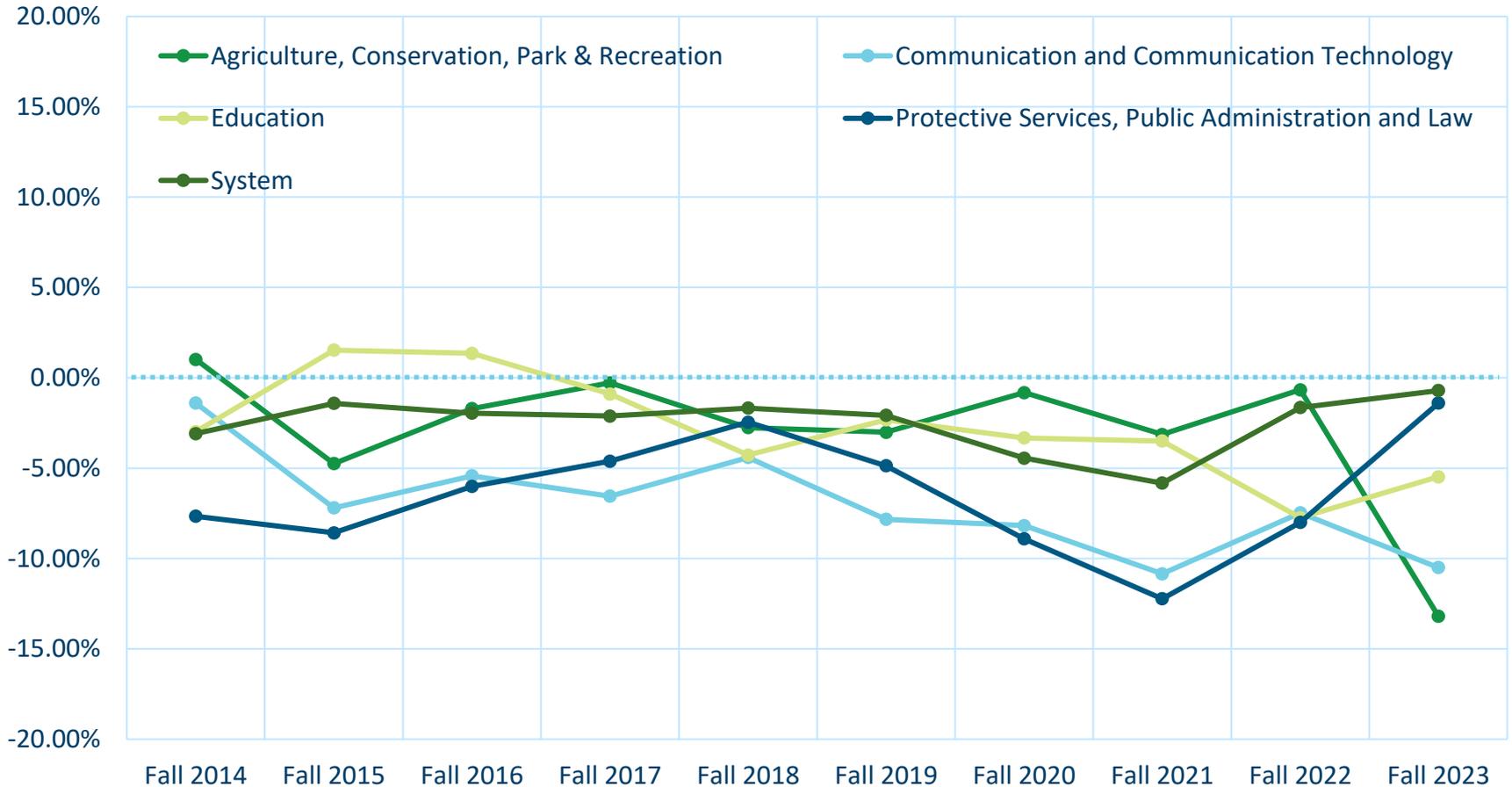
- Technology
- Trades
- Caring Professions
- Manufacturing
- Education

Percent Change in Enrollment in Selected Academic Program Clusters



Source: System Office Research – Academic and Student Affairs
 Fall EOT record, Enrollment DTL; Fall 2023 C record

Percent Change in Enrollment in Selected Academic Program Clusters



Source: System Office Research – Academic and Student Affairs
 Fall EOT record, Enrollment DTL; Fall 2023 C record

System Strategic Enrollment Management Supports



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

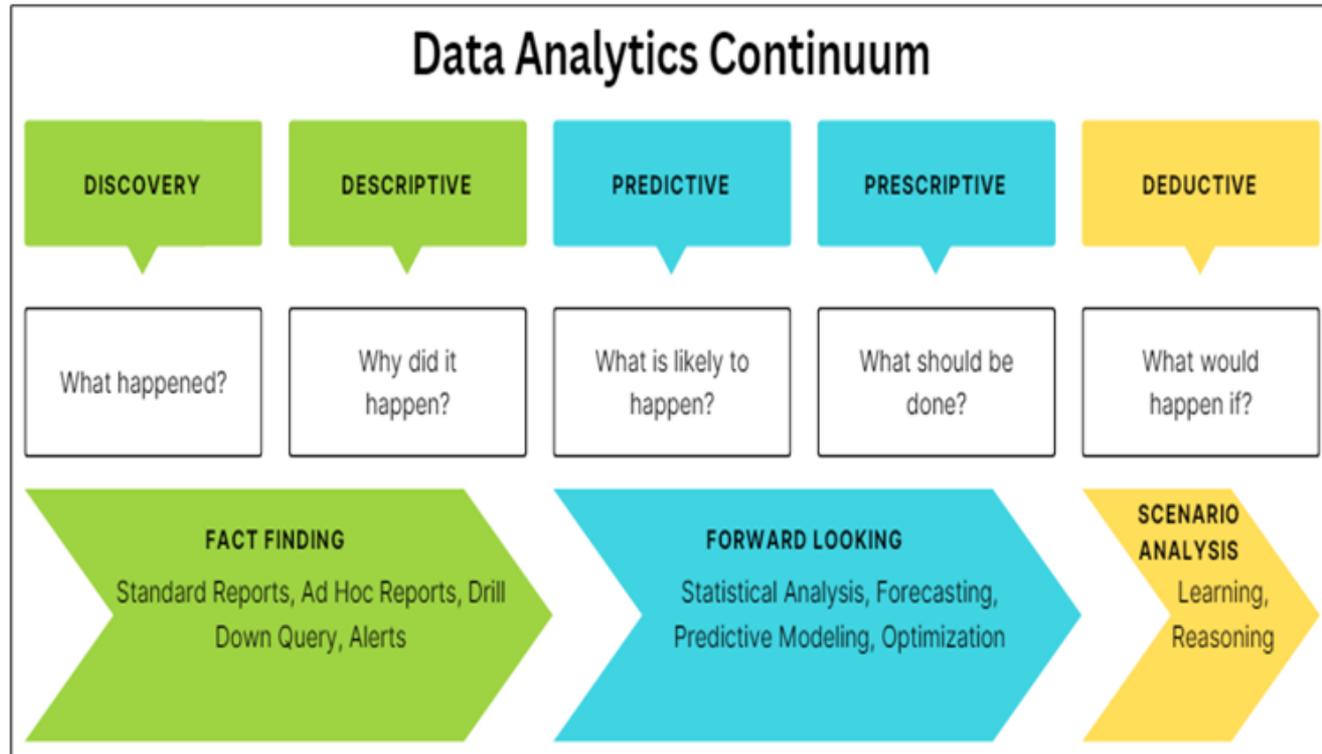
AACRAO SEM Project

- 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!

Equity by Design & SEM

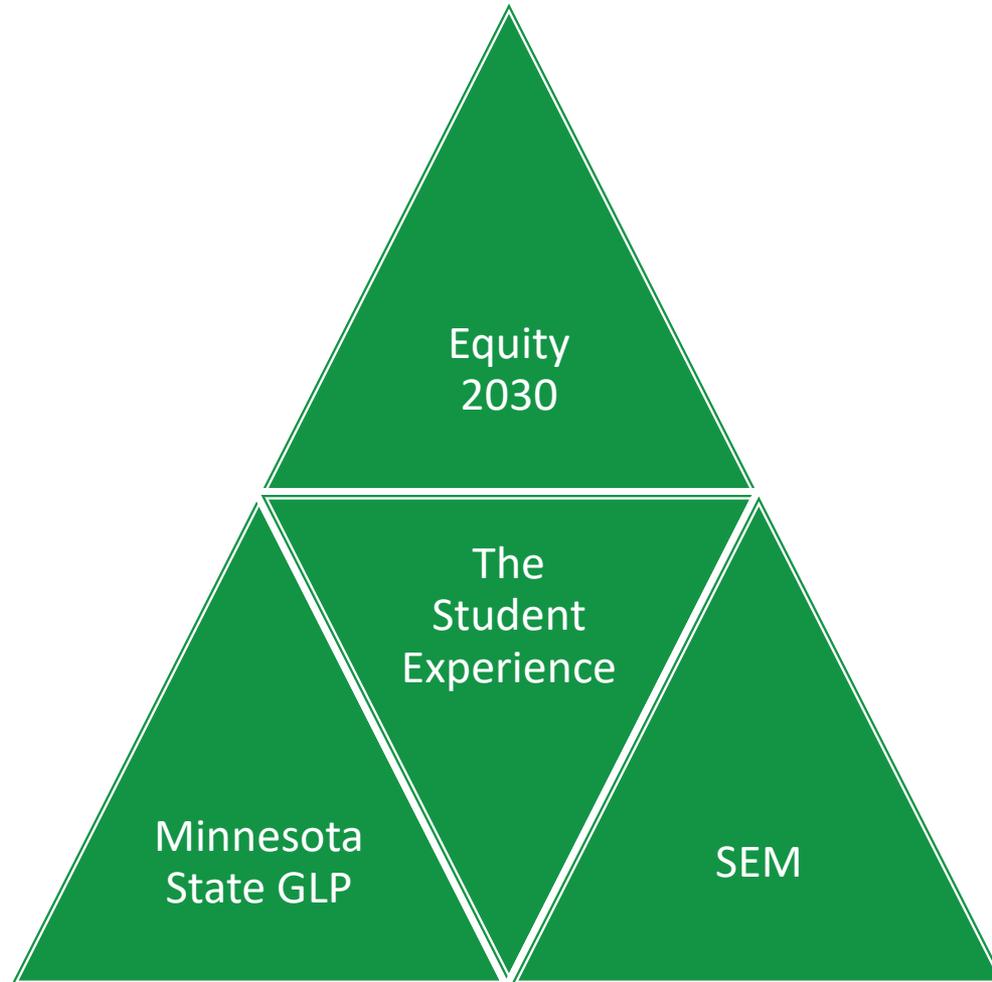


SEM Dashboard Project



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.

Strategic Enrollment Management Approach Document



SEM Affinity Group Campus Conversations

Conversations were held with members of the SEM Affinity Group from each college and university in spring/summer 2023

Conversations were based on two questions:

- What are the challenges or struggles your campus has faced since the pandemic that has most impacted your enrollment?
- What would you like to see (or not like to see) from the system office to support your work moving forward?

Response Summary from Campus Conversations

Division/Department	Topic or Theme	Want from SO	Challenges
Data Points and Reporting	Specific data points from ISRS for reporting	23	4
Technology	ISRS – as a platform	11	11
Finances	Allocation Framework	15	5
Technology	CRM	12	7
ASA - Curricular/Curriculum	Tackling Transfer	15	2
Data Philosophy & Structure	Data-Informed Culture	12	4
Human Resources Management	Vacancies	5	10
ASA - SEM	SEM Planning, SEM Team	4	10
Data Collection, Storage, and Tools	Data Presentation, Storytelling, Reporting	7	7
Human Resources Management	Training	11	3
Marketing	Minnesota State System Office Led Marketing Campaigns to Increase New Student Enrollment	9	4
Mission, Vision, Value, and Guiding Principles	More Minnesota State System Office Facilitation of Functional Area Conversations	13	0
Technology	Workday	12	0



Themes for Continued and Future Work

- Ease of transfer
- Flexible course scheduling
- Online learning
- Dual enrollment
- Academic program review
- Academic advising
- Mental health and basic needs support
- Enrollment marketing
- Professional development
- Review policy through a SEM lens
- Faculty participation in recruitment and orientation activities
- Consistent classroom experiences (syllabus, D2L set up, policy)
- Industry partnerships
- Data analytic capability
- Technology challenges and system contracts for needed tools (CRM)
- Culture of care
- Allocation framework
- Improved facilities

Overarching Conversation Themes

- Desire for more consistent policies and processes creating a more equitable experience for students
- Desire to engage in ongoing review of enterprise decisions to ensure they foster enrollment growth
- Desire to receive more support and guidance from the system office to facilitate positive change in the theme areas identified (including professional development support)
- Desire for more cross functional conversations regarding connections to strategic enrollment management

Questions for Consideration

- How can Minnesota State leverage its strengths as a system and the unique contexts and missions of the colleges and universities in supporting a strategic approach to enrollment management?
- What data are most helpful to understand and contextualize key enrollment trends and the impact of enrollment management strategies across Minnesota State?
- Which 3-4 themes that emerged from the SEM campus conversation do you believe should be prioritized for continued and future work?
- What strategies should be pursued to make progress within the theme areas you think should be prioritized?
- What steps should the system office continue or pursue to make progress within the prioritized theme areas?

Questions and Comments





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