



March 2023

Academic and Student Affairs Committee

Minnesota State Strategic Enrollment Management Approach

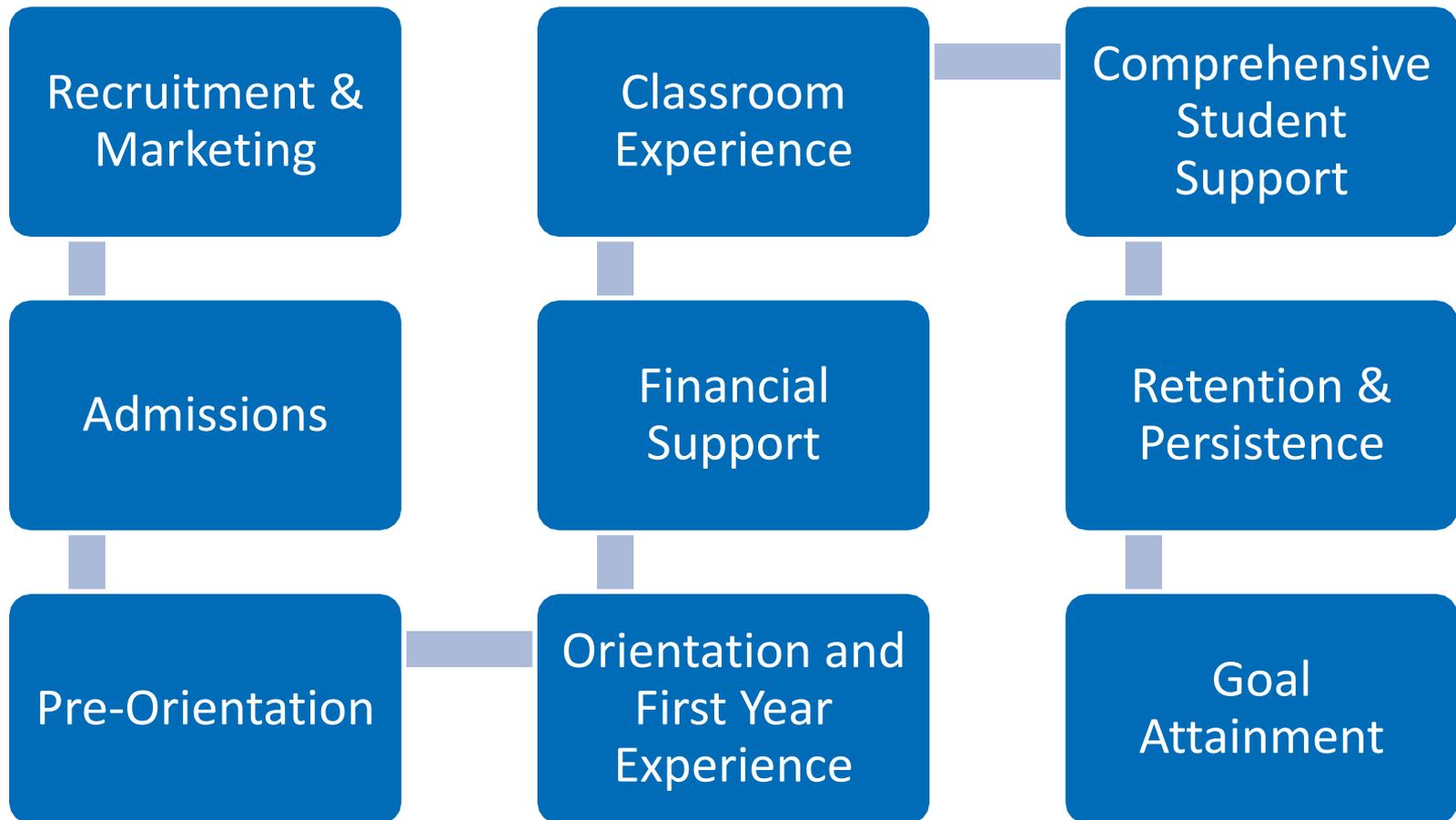
Board of Trustees

Strategic Enrollment Management (SEM) Working Definition

A comprehensive, data informed approach aligning all college and university programs, practices, policies, and planning to ensure the equitable recruitment, persistence, goal completion, and graduation of students



SEM Planning Considers the Totality of the Student Experience



SEM Planning is Connected to Minnesota State Strategic Priorities

- Equity 2030
- Minnesota State Guided Learning Pathways
- Equity Scorecard
- Campus Climate Assessment
- Addressing Basic Needs Insecurity
 - United Way 211 Partnership
- Supporting Student Mental Health



Strategic Enrollment Management Workgroup Recommendations

- Strategic Enrollment Management (SEM) plans are developed and implemented at the campus level.
- SEM plans should be created using an approach that works best for the college or university.
- SEM plans should contain common elements that address equity, goals, strategies, and assessment.
- Campus responsibilities and system responsibilities should be clearly defined.
- Identify opportunities to implement a more comprehensive data sharing culture across the system to inform SEM planning and implementation.



Next Steps

- Create a Minnesota State Strategic Enrollment Management Approach document to align system strategies with SEM Planning
 - Equity 2030
 - Minnesota State Guided Learning Pathways
 - Addressing student basic needs and mental health
- System Director for Strategic Enrollment Management
- Continue to identify opportunities to advance SEM work and support campus efforts



Campus Perspectives



Comprehensive Student Support: Key Strategies and a Coordinated Approach

Dr. Lynn Akey

Vice President for Student Success, Analytics and Integrated Planning

Advancing Student Success

Key Themes for Success

- Focusing on the “means” (strategies and actions) in light of the “ends” (outcomes)
- Using actionable data and leading indicators to inform
- Coordinating, continuously improving, and scaling

Advancing Student Success

Key Strategies for Success

- Reduction of institutional barriers
- Development of focused success initiatives
- Cross-divisional/institutional coordination
- Holistic advising and support with proactive interventions and communications

Data-Informed Support

Our Challenge:

*“understanding what a student needs to achieve success
...and then meeting that need”*

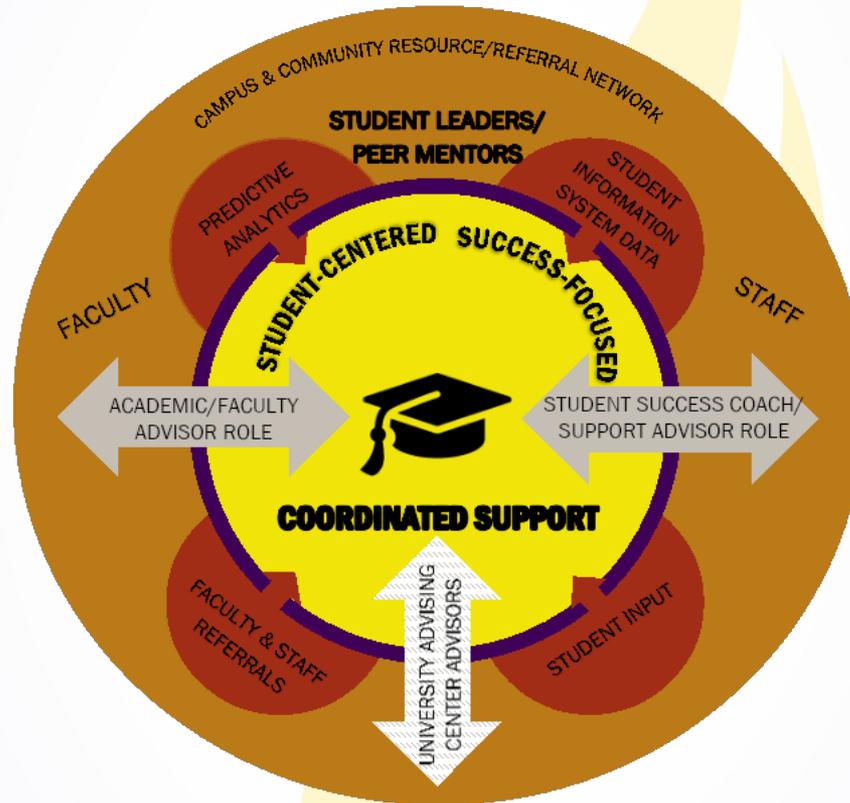
How do we learn about the needs our students have?

- Student voice (surveys, focus groups)
- Student behaviors (tracking items, notes, learning management system)
- Student information system (ISRS) data (data indicators/factors)
- Historical data (strategic analytics)
- Predictive modeling (retention, completion, persistence)

Meaningful Connections, Coordinated Support, Demonstrating Care, Reducing Barriers

Student-First Advising and Support

Supported by
MavConnect
(EAB Navigate)



Roles that encompass many different position titles from across the campus impacting the experience of every student

Advisors within University Advising join a coordinated support team when a student needs high levels of support (i.e., academic warning, in transition, multiple flags/referrals of concern)

Coordinated Approach to Student Support

MavConnect
Transactional
Platform

Student Success Predictive Model

Initially based on Student Attributes (and then refined based on engagement/action triggers)

Action Triggers

Student Support Level and Action Trigger Interaction

Student Support Level ↑ Murky Middle	A		
	B		
	C		
	D		
	E		
	F		
	G		
	H		

Coordinated Support

Academic/Faculty Advisor Role

A collaborative educational partnership with a student that clarifies goals, establishes educational plans, and fully uses resources and enrichment opportunities to support students' diverse backgrounds, interests, and abilities, and facilitates students' achievement of education, career and life goals.

Student Success Coach/Support Advisor Role

A personalized point of contact and connection that provides a student resources, referrals, and encouragement in navigating the University experience from matriculation to graduation.

University Advising Center Advisor

A proactive advising relationship with a student that needs high levels of support and accountability through the development of individualized plans, close monitoring for progress toward critical short-term goals, and barrier identification and reduction.

Campus Resource/Referral Network

Campus resources, services, and offices that support student learning, activities, engagement, well-being, and success.

Proactive Interventions and Communication

Student Folder view of Success Scores

Profile

53
At Risk

Since: 11-15-2020

Three green plus icons and three red minus icons are visible at the bottom of the card.

Significant Score Factors

- + Time since Prior Term: 0.51 years
- + ACT: Math: 25.0
- + Age Entering the Program: 17.16 years
- Best Grade (last term): D+
- Worst Grade (last term): D+
- Full/Part Time: Part-time

Significant Score Factors

- + ACT: Math: 18.0
- + Worst Grade (last term): P
- + ACT: English: 21.0
- Full/Part Time Status (last term): Full-time
- Program: Dental Hygiene
- ACT: Reading: 17.0

Success Score Ranges

- Low Risk- 100- 90
- Moderate Risk- 89-81
- At-Risk- 80-0

Dashboard view of Success Scores

My Students' Success Scores

16197
students total

13125 with low risk success scores
[View Students](#)

1975 with moderate risk success scores
[View Students](#)

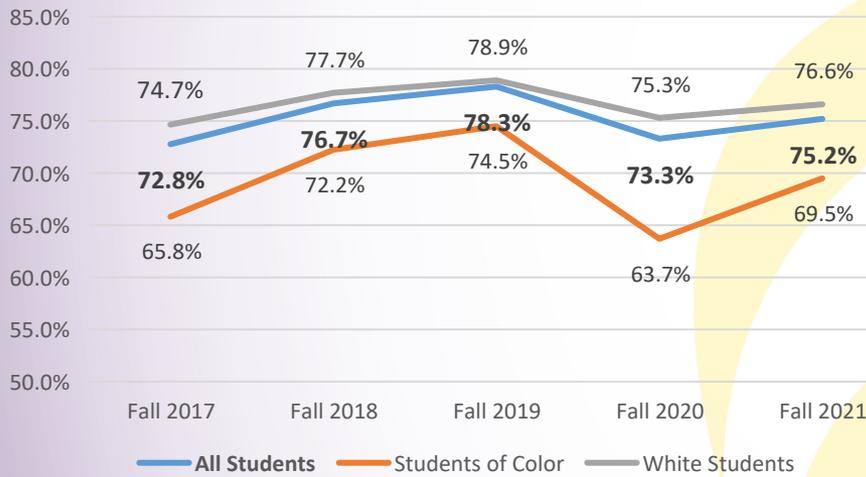
1097 with at risk success scores
[View Students](#)

Data As Of: 12-07-2020 2:55 pm

Tracking Impact

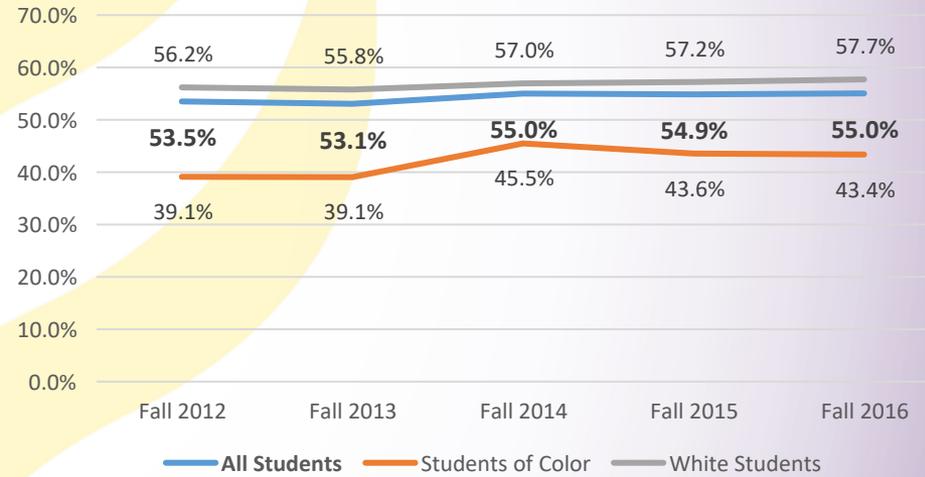
Student Retention

2nd Fall Retention Undergraduate First-Time and Transfer, Full-Time



Student Completion

6 Year Completion-Undergraduate First-Time and Transfer, Full-Time





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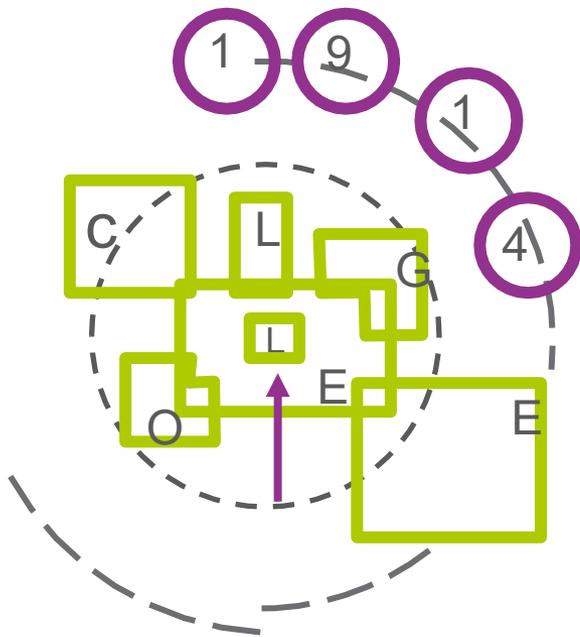
Guided Pathways & SEM

Gail O'Kane, Vice President of Academic Affairs

Heidi Aldes, Dean of Enrollment Management

Board of Trustees Academic & Student Affairs Committee, March 21, 2023

Guided Learning Pathways Supporting SEM at Minneapolis College



GLP Philosophy

- Providing clearer pathways
- Removing barriers

GLP in Action – new NASH projects

- First-year student experience
- Meeting basic needs
- Strategic outreach around basic needs

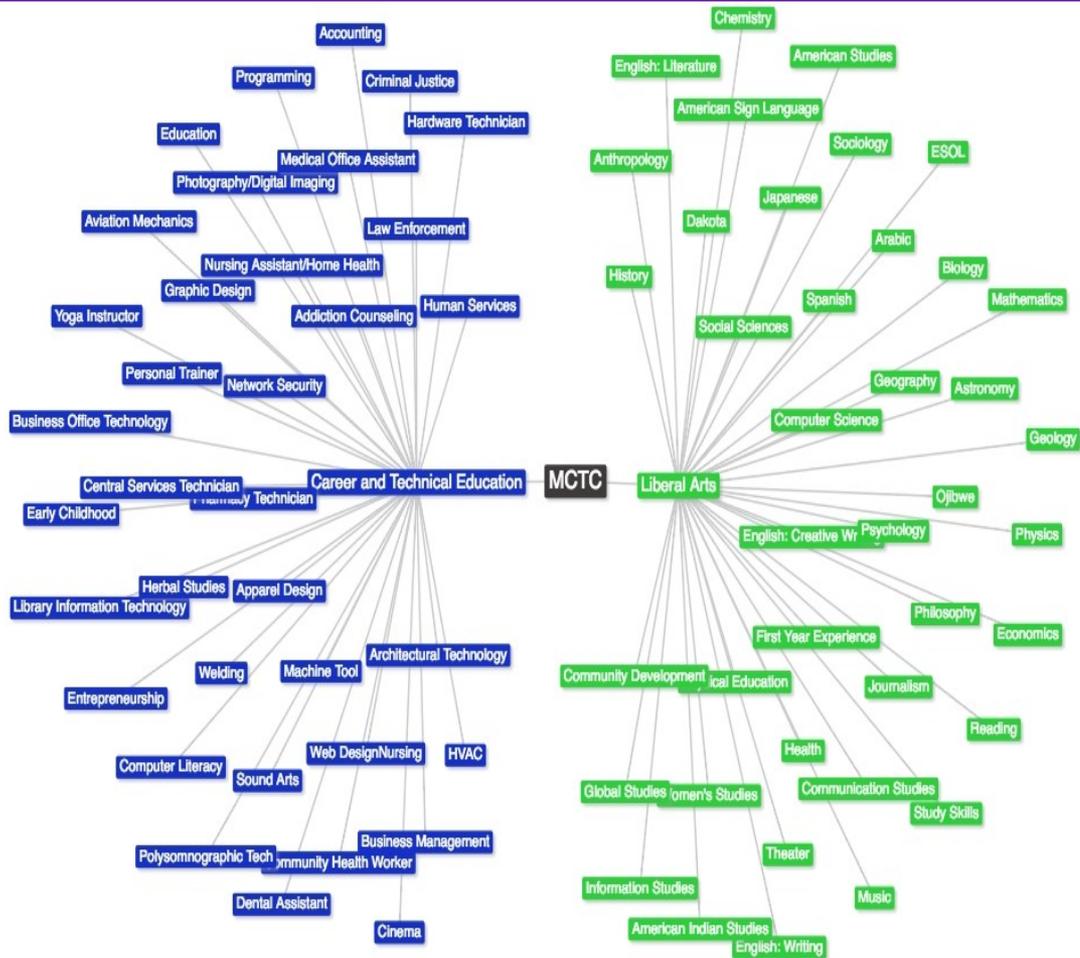
Strategic Partnerships

- TREC college-in-prison program
- Wellstone International High School

Clearer Pathways

- **STRUCTURE:** Re-engineering the College
 - Questioning our own assumptions
 - Thinking from student's point of view
 - Providing clearer choices and pathways
 - Fostering a sense of community, belonging – equity

Old Mind Map: “Cafeteria College”



Guided Pathways Organization

- Every program/department in one of eight schools
- Schools aligned as students think of pathways (e.g., School of Design and the Arts)
- Each has own advisor(s)
- Faculty within each school meet monthly
- Campus space-planning
 - All Student Services in one location (done)
 - Each academic school with classes, offices, student spaces in proximity (next major capital project)
- Working on fostering a sense of belonging within each school – space, co-curriculars

Right Math for the Right Path – an Equity Issue

- Eliminating unnecessary Math requirements to open pathways (e.g., in HVAC, Welding, IT programs)
- Redesigned Math Pathways—curriculum redesign
 - No-pre-req Math for Liberal Arts
 - Removing pre-req for Stats starting in Spring
 - Redesigned College Algebra for non-STEM majors
 - Calculus-based pathway for STEM majors
- Results:
 - Fewer developmental math sections, more college-level math sections – with no decrease in course success
 - More Goal 4 math completions now than when college had many more students

Removed Extra Requirements in A.A. Degree

- Eliminated requirements for courses that aren't required by transfer partners (i.e., Information Studies, Physical Education, Health)
 - Conferred ~200 extra A.A. degrees in one year (mostly to previous students who hadn't completed an A.A. solely due to missing one or more of these requirements)

Supporting Students Where They Are At ...

Comprehensive Orientation and First-Year Experience

- Comprehensive on-campus and/or online orientation is provided
- Systematically provide incoming students with career assessment and exploration opportunities

Holistic Advising & Comprehensive Student Support

- Culturally relevant and responsive advising
- Comprehensive student support services that are available to students (mental health, food, emergency financial assistance)

** New ** NASH Projects

- Messaging for students about impact of withdrawals
- Bringing advising and other services to students where they are at (Food Pantry)

Supporting Students Where They Are At ...

- Going to students: Transformation and Re-entry through Education and Community (TREC) program at Lino Lakes and Stillwater correctional facilities
- High school on campus: Wellstone International High School moved onto Minneapolis campus in Fall 2022



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