



Strategic Enrollment Management System Approach

Academic and Student Affairs Committee

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October 2024

System Strategic Enrollment Management (SEM) Approach

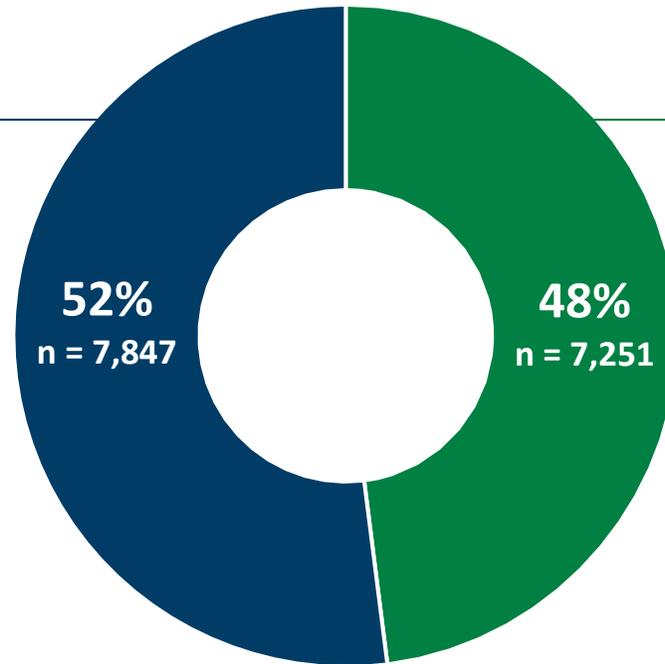
- » The System SEM Approach outlines how initiatives like Equity 2030 and Minnesota State Guided Learning Pathways align with SEM planning and implementation.
- » The System SEM Approach builds on the 2022 SEM workgroup's recommendations, clarifying campus and system roles in SEM planning and implementation.
- » The System SEM Approach affirms a focus on recruitment, retention, and completion.
 - Retention focused initiatives include transfer support, academic advising/counseling, supporting student mental health and basic needs, and more.

In FY2022, 14,525 students transferred into Minnesota State colleges.
 7,847 of the transfer records from these students were from other Minnesota State institutions
 7,251 of the transfer records from these students were from some other institution

FY2022 entering **Minnesota State College** students transferred from...

Minnesota State (Top 5)

- 4% Normandale CC
- 3% Anoka-Ramsey CC
- 3% MSU Mankato
- 3% Saint Paul College
- 3% North Hennepin CC
- 36% Other MN State Inst



Other Institutions

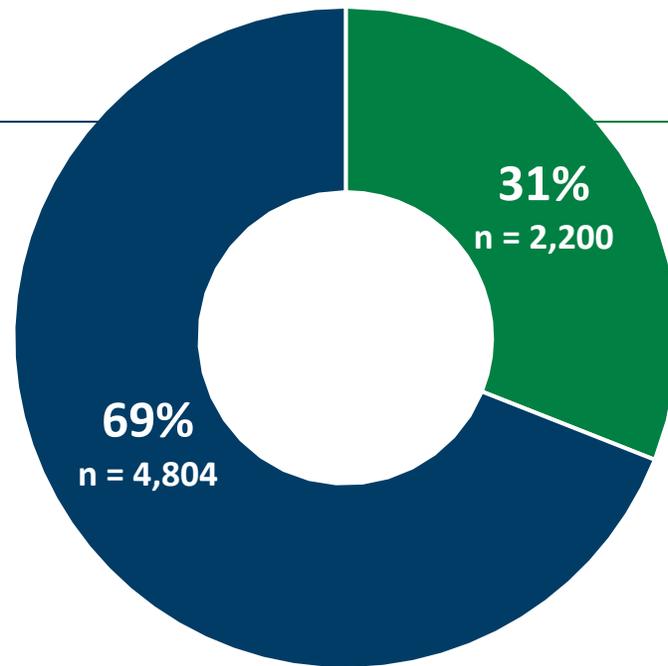
- 6% MN Private Not-for-Profit
- 5% Wisconsin
- 4% U of M, Twin Cities
- 4% North Dakota
- 3% MN Private For-Profit
- 2% Iowa
- 2% U of M, Greater MN
- 1% South Dakota
- 14% Other
- 8% Unknown

Source: Minnesota State ASA, System Institutional Research Comprehensive Transfer Database. Sending institution is operationally defined as a student having an enrollment record in the most recent previous term at another institution prior to OM cohort entry at a Minnesota State institution. The data is duplicated in that if a student has multiple transfer-in records occurring in the measurement term, all transfer records are counted in each category where there is a transfer record, therefore, students may be counted more than once either across categories or within a single category of institution.

**In FY2022, 6,528 students transferred into Minnesota State universities.
 4,804 of the transfer records from these students were from other Minnesota State institutions
 2,200 of the transfer records from these students were from some other institution**

FY2022 entering **Minnesota State University** students transferred from...

- Minnesota State (Top 5)
- 7% Normandale CC
 - 6% Anoka-Ramsey CC
 - 5% Century College
 - 5% North Hennepin CC
 - 4% Minneapolis College
 - 42% Other MN State Inst



- Other Institutions
- 4% MN Private Not-for-Profit
 - 3% North Dakota
 - 3% Wisconsin
 - 2% MN Private For-Profit
 - 2% U of M, Twin Cities
 - 1% Iowa
 - 1% U of M, Greater MN
 - 1% South Dakota
 - 9% Other
 - 5% Unknown

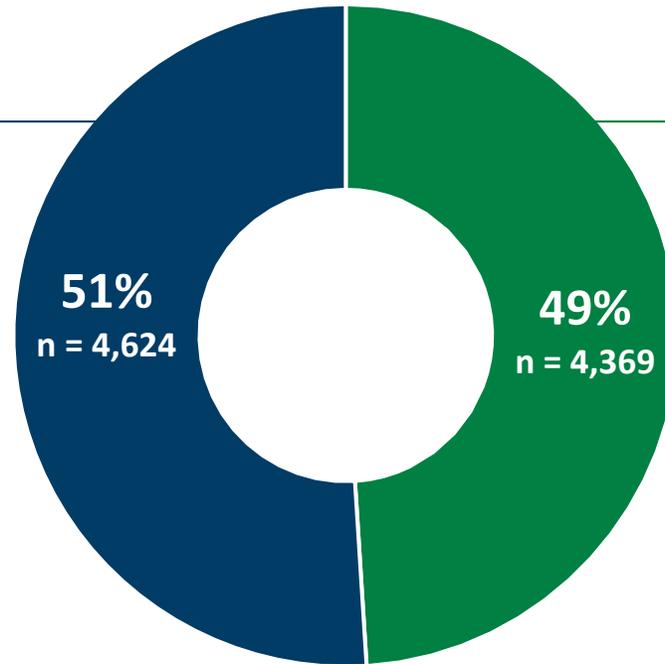
Source: Minnesota State ASA, System Institutional Research Comprehensive Transfer Database. Sending institution is operationally defined as a student having an enrollment record in the most recent previous term at another institution prior to OM cohort entry at a Minnesota State institution. The data is duplicated in that if a student has multiple transfer-in records occurring in the measurement term, all transfer records are counted in each category where there is a transfer record, therefore, students may be counted more than once either across categories or within a single category of institution.

From the FY2022 Minnesota State Colleges entering cohort of 33,546, 8,632 (26%) students have since transferred out of their entering institution, with a total of 8,993 transfer records recorded in their respective transfer terms.
 4,624 of the transfer records were to other Minnesota State institutions
 4,369 of the transfer records were to some other institution

FY2022 entering **Minnesota State College** students transferred to...

Minnesota State (Top 5)

- 5% Metro State U
- 4% MSU Mankato
- 3% St. Cloud State U
- 3% Normandale CC
- 3% Hennepin Technical College
- 33% Other MN State Inst



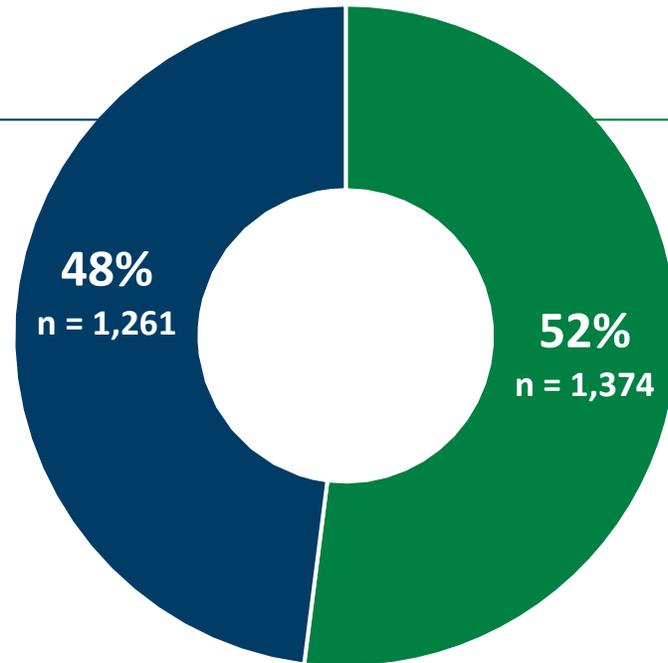
Other Institutions

- 10% MN Private Not-for-Profit
- 8% U of M, Twin Cities
- 5% Wisconsin
- 4% MN Private For-Profit
- 3% North Dakota
- 2% U of M, Greater MN
- 1% Iowa
- 1% South Dakota
- 14% Other

From the FY2022 Minnesota State Universities entering cohort of 12,725, 2,489 (20%) students have since transferred out of their entering institution, with a total of 2,635 transfer records recorded in their respective transfer terms.
 1,261 of the transfer records were to other Minnesota State institutions
 1,374 of the transfer records were to some other institution

FY2022 entering **Minnesota State University** students transferred to...

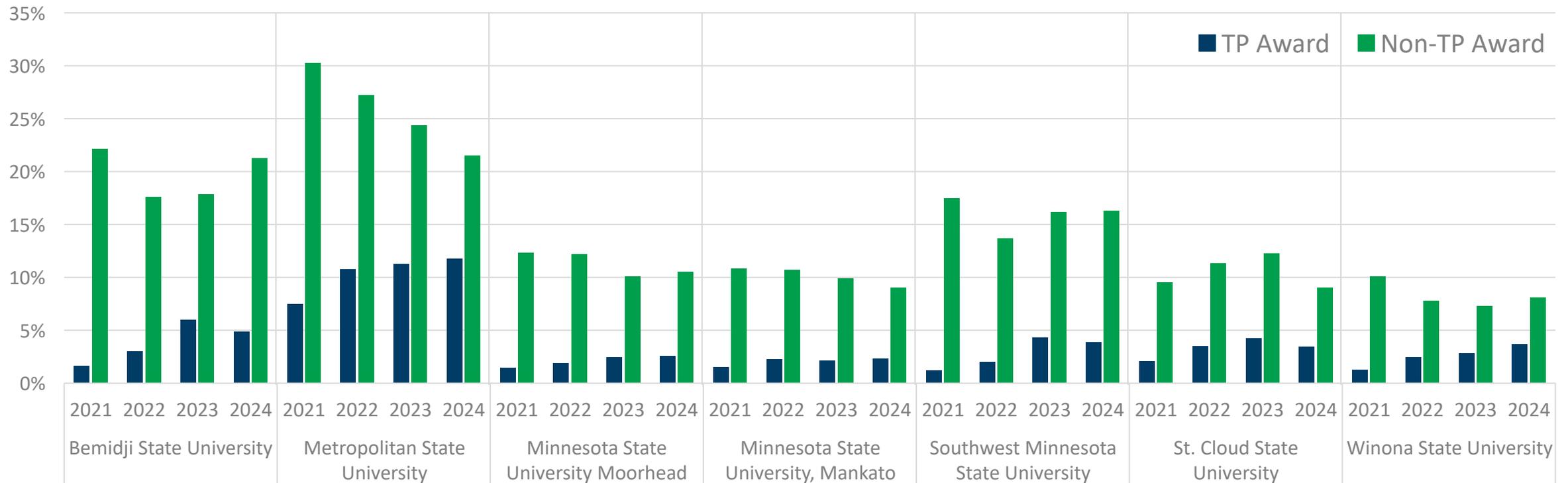
Minnesota State (Top 5)
 4% South Central College
 3% Normandale CC
 3% St. Cloud CTC
 2% Anoka-Ramsey CC
 2% Century College
 33% Other MN State Inst



Other Institutions
 7% MN Private Not-for-Profit
 7% Wisconsin
 4% North Dakota
 4% MN Private For-Profit
 3% U of M, Twin Cities
 2% Iowa
 2% South Dakota
 2% U of M, Greater MN
 22% Other

Transfer Pathway and Non-Transfer Pathway Associate Award Attainment Prior to University Enrollment

Percent of Entering University Students Earning a **Transfer Pathway (TP) Award** or **Non-TP (AA, AS, AFA) Award** from a Minnesota State College Prior to University Enrollment for FY2021 – FY2024



Source: Minnesota State ASA, System Institutional Research

Fall and spring cohorts of entering university students with an admission status of 11 (undergraduate regular) or 12 (undergraduate transfer) for Fiscal Years 2021 through 2024 are included. Summer entering students are included in fall cohorts. Students are flagged as to whether they came in as a transfer pathway student who earned a TP award prior to the original enrollment term at the university or a non-TP student who earned a non-TP award [AA, AS, AFA] prior to the original enrollment term at the university.

Retention Efforts

» Transfer vs. Mobility

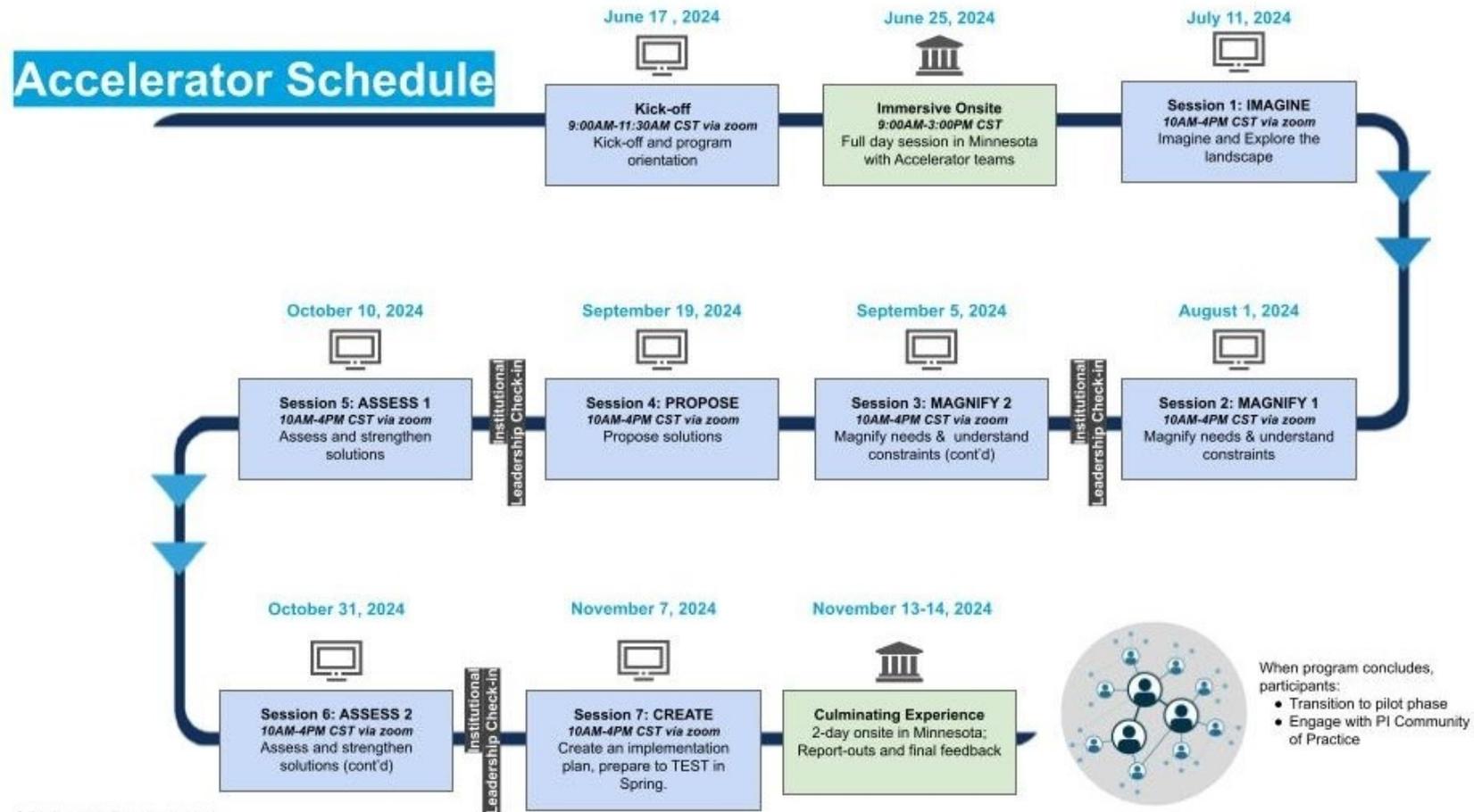
- In higher education, transfer refers to the movement of a student from one institution to another, while mobility refers to the ability of students to move between institutions and earn credits.

» Campus Accelerator initiative

- Minnesota State is collaborating with the University Design Institute at Arizona State University to provide technical assistance to campuses engaged in "Tackling Transfer".

Source: <https://nscresearchcenter.org/transfer-mobility-and-progress/>

Design Accelerator Process and Timeline



© University Design Institute

Minnesota State Design Accelerator Teams



Jeffrey Ueland

Carrie Carroll

Tom Reburn

Melissa Heglund

Heidi Aldes

Collin Bueltel

Bonner Karger

Caitlin Duff

Sam Howard

Ching Olson

Kay Francis Garland

Heidi King

Amanda Peters

Jessica Migler

Lauren Kupfer

Dan Voss

Emily Oliver

Jason Trainer

Ron Wilson

<https://www.youtube.com/watch?v=BABuO5vECH0>

Academic Counseling and Advising

- » Counselors, faculty, and academic advisors provide comprehensive support to students beyond assisting with registration.
- » Academic advising models and advisor to student ratios vary significantly.
 - Staff capacity due to large caseloads and lack of time for coordination are frequently cited challenges.
- » Access to academic advising technology increases capacity to proactively support students.
- » Proactive and holistic advising models show promise in supporting persistence and completion.
 - The SUCCESS program is one example of a proactive and holistic advising approach piloted at Minnesota State colleges and universities.