

Strategic Enrollment Management Organization
Draft Proposal
As of November 14, 2017

Purpose:

Provost, Co-Chair and Co-Convener

Director of Athletics

Review and assess retention rates for students in targeted support cohorts such as EOP, GANAS, Sankofa, Athletics, etc.

Coordinating with the communication subcommittee, improve communications platforms for continuing students (CRM)

Make recommendations regarding policies related to retention, persistence and graduation including but not limited to:

Retention, Graduation and closing the Achievement Gap
 Progress to Degree, Time to Degree, Units to Degree
 Degree audit and other student success software packages
 Academic Programs & Policies
 Academic Advising & Career Education
 Student Engagement and other co-curricular activities
 Campus Housing
 Financial Aid

Membership Recommendations:

Associate Provost for Student and Faculty Affairs, Co-Chair

AVP Campus Life, Co-Chair

Vice President of Student Affairs or designee

Associate Deans (3)

Representative, IRADS

Associate Director, Athletics

Director, AACE or designee

Faculty Senate Representative

Chair, CIC or designee

Chair, CAPB or Designee
 Chair, CAPB or Designee Financial, -i# € Y (€À p } ¼b^ ppÕ'áuN,,iëó-r: p@RX,,ñ ppF

Develop, enhance and assess the effective use of relevant and current instructional technologies and pedagogies, such that half of the faculty have used or piloted new

Benchmark CSUEB's key financial indicators regarding enrollment management against comparable peer institutions

Make recommendations for fiscal management strategies that support student retention (i.e., fee deadlines, financial aid holds, registration holds and disenrollment for nonpayment, etc.) based on regional and national enrollment trends

Provide input for action plans that develop strategies to meet targets and budget as well as review criteria for these action plans

Recommend student cohorts that are aligned with the budget and that include:

New Students vs. Continuing Students

Freshmen vs. Transfer

Domestic Non-Resident

International (includes local international)

Undergraduate vs. Graduate

State-support vs. Self-support

Membership Recommendations:

AVP Financial Services or designee, Chair

Associate Provost (Operations)

AVP, Enrollment Management or designee

Director, Financial Aid or designee

Director, Fiscal Services or designee

Director, IRADS or designee

Representative, CSUEB Foundation

Representative, University Extension

Chair, COBRA or designee

Representative of ASI

Communication Subcommittee:

Reports to Enrollment Management Steering Committee

Charge: Develop, implement and continually assess communication strategies and actions to deliver coherent, targeted messages that provide prospective and continuing students with timely information and access to academic and support services.

Goals and Objectives:

Assess, refine and design timely messages for student-centered website and print material platforms across the university

Develop coordinated system that uses multiple platforms (social media, texts, CRM) to provide prospective and continuing students with timely messages that help guide them

