

Strategic Enrollment Management Committee Procedure	Procedure Number	10.5P
	Effective Date	9/25/23

1.0 PURPOSE

In accordance with *Strategic Enrollment Management Policy 10.5*, this procedure is the mechanism the College uses to ensure that the College effectively establishes, implements, and evaluates necessary plans aligned with achieving institutionally defined goals for student enrollment and completion. The College accomplishes this through the Strategic Enrollment Management (SEM) Committee. The SEM Committee's role is to ensure continuous strategic enrollment management planning and evaluation.

The SEM Committee's primary functions are to establish, promote and evaluate strategic enrollment management planning that supports student success and operational effectiveness consistent with the institution's overall mission. In addition, the SEM Committee collaboratively gathers and synthesizes external information and stakeholder needs through the various processes to advance planning and continuous quality improvement. The SEM Committee is not expected to perform oversight of the strategic enrollment operations and/or regular management functions.

2.0 REVISION HISTORY

Adopted on: 9/25/23

3.0 PERSONS AFFECTED

All members of the college community at LCCC are affected, and thus have a role, in the utilization and outcomes of this procedure and Strategic Enrollment Management.

4.0 DEFINITIONS

- A. *Shared Governance* – Shared governance is an organizational belief system of self-government. This system begets accompanying policies, procedures, and practices under which all major institutional constituencies contribute to, and participate in, the major decisions determining the direction and operation of the institution. Decisions that arise from a process of shared governance result in a shared commitment and a cycle of institutional self-evaluation through which the College collectively directs its efforts and resources to continuous, meaningful improvement.

Shared governance at LCCC recognizes the ultimate decision-making for the College rests with the Board of Trustees. The Board entrusts day-to-day administration to the President. The President delegates this decision-making authority to individuals and campus groups possessing the expertise necessary to make sound decisions impacting the

institution.

- B. *Strategic Enrollment Management* - A comprehensive process designed to help an institution achieve and maintain the optimum recruitment, retention and graduation rates of students, where optimum is defined in the academic context of the institution.

4.0 PROCEDURES

A. Functions and Responsibilities of the SEM Committee

The SEM Committee serves as the strategic enrollment management body for the College. Within this scope, the SEM Committee is responsible for the following:

- 1) Create and maintain the SEM Plan, which is aligned to meet the goals of the [Laramie County Community College Strategic Plan](#).
- 2) Draft and recommend strategic enrollment management policies and procedures to be approved through the College's formal adoption processes.
- 3) Prioritize and recommend strategic enrollment management projects and activities.
- 4) Create sub-committees to directly analyze important strategic enrollment management strategies and tactics affecting campus stakeholders.
- 5) Evaluate the effectiveness of this process in accordance with the [Non-Academic Program Review Procedure 10.3P](#).

B. Membership of the Committee

SEM Committee membership requires diligence and commitment to actively participate in the discourse surrounding the work of the SEM Committee. SEM Committee members are expected to represent the wisdom, knowledge and voice of their constituency group, but must also bring objectivity to the work of the SEM Committee as a whole when taking action that is in the best interest of the College.

The SEM Committee is comprised of rotating members, appointed by sitting President's Cabinet administrators. Additional permanent members are established by this procedure to include the College's Senior Vice President of Student Services, Senior Vice President of Academic Affairs, Vice President of Performance & Planning, Vice President of Advancement, and the Director of Enrollment Services. The SEM Committee will consist of the following members (all voting members):

- 1) Permanent Members – Five Seats
 - a. Senior Vice President, Student Services to serve as a Co-Chair (tie-breaking vote)
 - b. Senior Vice President, Academic Affairs
 - c. Vice President, Performance & Planning to serve as a Co-Chair
 - b. Vice President, Advancement to serve as a Co-Chair
 - c. Director of Enrollment Services

- 2) Rotating Members – Eleven Seats
 - a. Three Designees from Senior VP of Academic Affairs
 - b. Two Designees from Senior VP of Student Services
 - c. Designee from Senior VP of Administration and Finance
 - d. Designee from Vice President of Performance & Planning
 - e. Designee from Vice President of Advancement
 - f. Designee from Vice President of Human Resources
 - g. Designee from Chief Information Officer

C. Subcommittees

There will be three Standing Subcommittees of the SEM Committee: SEM Marketing Committee, SEM Recruitment Committee, and SEM Retention Committee. Permanent Members will serve as designated chairs of the Standing Subcommittees. Rotating members will serve on the Standing Subcommittees. Additional members of the College community may be added to the Standing Subcommittees as needed for their expertise; however, they will not have voting rights.

Other sub-committees may be created as needed by the SEM Committee

- 1) The SEM Marketing subcommittee will be a standing subcommittee of the SEM Committee responsible for establishing and revising the strategies and tactics for the SEM Marketing Plan and reporting out to the larger SEM Committee.
- 2) The SEM Recruitment subcommittee will be a standing subcommittee of the SEM Committee responsible for establishing and revising the strategies and tactics for the SEM Recruitment Plan and reporting out to the larger SEM Committee.
- 3) The SEM Retention subcommittee will be a standing subcommittee of the SEM Committee responsible for establishing and revising the strategies and tactics for the SEM Retention Plan and reporting out to the larger SEM Committee.

D. Length of Term and Appointment for Vacancies

The term length for rotating members shall be a three-year renewable term, no limit, with one-third of the Committee rotating every year to provide continuity of membership.

E. Attendance at Meetings

SEM Committee members are expected to attend all meetings. Any member missing three meetings in a calendar year will be considered to have resigned from the SEM Committee unless excused by the Senior Vice President of Student Services.

F. Leadership

The SEM Committee will be led by the Senior Vice President of Student Services, Vice President of Performance & Planning, and Vice President of Advancement.

- 1) Duties of the co-chairs include:
 - a. Conduct meetings according to Robert's Rules of Order;
 - b. Conduct meetings quarterly, or as need dictates;
 - c. Coordinate the activities of the SEM Committee's work, including the regular creation, review, and updating of the SEM plan;
 - d. Produce meeting agendas and distribute minutes. (Agenda items shall be submitted from the SEM Committee's membership at least one week prior to the scheduled meeting); and
 - e. Report recommendations, activities, and progress to the Board of Trustees, the President's Cabinet and distribute SEM information to the College community.