

STATE BOARD OF COMMUNITY COLLEGES
State Board Reserve Funding for Strategic Enrollment Advisory Committee
FY 2019-20 and FY 2020-21

Request: The State Board of Community Colleges is requested to approve \$2,770 for fiscal year 2019-20 and \$6,310 for fiscal year 2020-21 to support the Strategic Enrollment Advisory Committee's program of assisting colleges in the development/improvement of Strategic Enrollment Management (SEM) Plans through peer consultation and professional development.

Background: The State Board of Community Colleges' Enrollment Task Force established three recommendations at its February 2020 meeting. One of these recommendations was to support the strategic enrollment advisory committee work to maximize enrollment at individual colleges. The requested funding will be used to fund the work of the advisory committee in partnership with local college experts to develop and improve the college's Strategic Enrollment Management (SEM) plans.

Rationale: The strategic enrollment advisory committee will consult with colleges to develop/improve their Strategic Enrollment Management (SEM) plans consisting of measurable goals and tactics and will partner with colleges during implementation status meetings. SEM plans will identify targeted areas that directly impact enrollment such as, but not limited to, examining enrollment patterns, engaging diverse demographics, marketing and branding strategies, analyzing academic program demands, and many other variables salient to Student Connection, Entry, Progress, Completion, and Transition (based on Completion by Design Loss Momentum Framework).

The strategic enrollment advisory committee will consist of college administrators, faculty, and staff with enrollment management expertise. The strategic enrollment advisory committee will identify other college-level experts willing to serve as peer consultants. Peer consultants will represent the college functional areas such as marketing, recruitment, admissions, registration, retention, instruction, institutional research, and other areas as necessary. A team of six peer consultants will collaborate with college administrators, faculty, staff, and students to assist in the development/improvement of the college's SEM plan. The advisory committee will follow-up with the college quarterly for one year for implementation status updates and may provide further support/consultation. After one year of implementation, peer consultants will conduct a year-end review meeting.

The strategic enrollment advisory committee will select colleges who request the peer consultant team's assistance. The strategic enrollment advisory committee will review college applications and will conduct one review in 2019-20 and three reviews in 2020-21. College applications will be selected based upon college need as indicated by multi-year enrollment decline and performance measure data. The System President may refer a college at any time.

The advisory committee will identify and will coordinate professional development and training for peer consultants. System office staff will provide administrative support to the strategic enrollment advisory committee and the peer consultants. Costs include professional development meeting costs and participant travel such as mileage, lodging and meals.

Expense	FY 2019-20	FY 2020-21
Travel	1,770	5,310
Professional Development	1,000	1,000
Total	\$ 2,770	\$ 6,310

Fund Source and Availability: FY 2019-20 funding is available from the State Board Reserve from July 1, 2019 through June 30, 2020. FY 2020-21 funding is available from the State Board Reserve from July 1, 2020 through June 30, 2021.

Contact(s):

James “JW” Kelley
 AVP – Student Services

Monty Hickman
 Associate Director for Enrollment Management.