University of Michigan-Flint
Progress Report on Strategic Enrollment Management (SEM)
June 2015

On behalf of the SEM Steering Committee, thank you to all faculty and staff who attended the Strategic Enrollment Management Open Forums. Campus interest in the SEM initiative is strong as evidenced by standing room only crowds on May 21 and 27. The discussion was informative, and comments/questions from Forum participants were much appreciated. Questions, comments, and suggestions included:

**Question**: What led to the decreasing production of high school graduates in Michigan?
**Answer**: A decline in birth rates.

**Question**: How much do we know about why students leave UM-Flint?
**Answer**: Students leave for a variety of reasons. Some initially enroll intending to transfer after two years, while others face family and/or financial difficulties. In some cases, performance is not as high as expected, and transferring to a community college for a period of time seems a better option.

**Question**: Is anyone looking at the advantages/disadvantages of requiring students to declare majors earlier?
**Answer**: Yes, data shows that when students have a clear path, they are retained at a greater rate. We have a new degree-auditing tool that will allow for the creation of individual academic plans. “Degree Works” is scheduled to launch in early 2016.

**Suggestion** for new graduate programs: Physician Assistant, Occupational Therapy

**Comment**: Students count conducting research with a faculty member as one of the best experiences while attending UM-Flint. The sooner we can connect students with research projects, the better.

**Comment**: Consider implementing an online student registration priority. Students without the ability to attend class in person should not have to wait or defer their spots to on-campus students electing to take online classes.

The below framework, shared at the Forums, provides a visual indicator of where we are in the SEM planning process. Data, Recruitment, and Retention Sub-Committees are nearing completion of Step 3: Identifying three to four goals that provide the best possible chance of UM-Flint enrolling its optimal mix of students (recruitment); and identifying three to four goals that provide the best possible chance that UM-Flint will maximize student success (retention).

Sub-committees will shift between Steps 3 and 4 over the next several weeks as they refine and finalize goals. Creating strategies and tactical work plans will commence following Dr. Tom Green’s June 22 campus visit.

Please continue to share your comments and ideas via the SEM Web site at: www.umflint.edu/chancellor/strategic-enrollment-management.
### SEM Process Framework

#### Process steps

1. **Align institutional strategic plan with broad enrollment targets and desired mix of students**

2. **Data gathering and assessment:**
   - Internal culture/environment, student enrollment behaviors and scan of external environment

3. **Use data results to establish focused goals each for recruitment, retention, service, etc., and enrollment projection models**

4. **Approve strategic goals and enrollment projection models**

5. **Develop action steps, accountability, and metrics**

6. **Implement action steps**

7. **Monitor progress,**
   - Report results to campus and executive leadership

#### Performed by

- **Executive Team SEM Steering Committee**
- **Smaller group of staff and faculty adept at economics and data use**
- **Goals recommended by SEM Recruitment and Retention Councils; models developed by Data Team**
- **Executive Team SEM Steering Committee**
- **SEM councils and sub-committees**
- **Appropriate staff and faculty departments**
- **SEM Steering Committee Chief Enrollment Officer**

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*Green/Bontrager*
University of Michigan-Flint
SEM Committee Membership

**Steering Committee**
Barbara Dixon, Co-Chair (Interim Provost and Vice Chancellor for Academic Affairs)
Mary Jo Sekelsky, Co-Chair (Vice Chancellor for Student Affairs)
Roy Barnes (Associate Dean, CAS)
Bob Barnett (Dean, SEHS)
Jay Gandhi (Director, AIMS)
Susan Gano-Phillips (Associate Dean, CAS)
Greg Laurence (Assistant Professor, Management)
Vahid Lotfi (Senior Vice Provost and Dean of Graduate Programs)
Brad Maki (Director, Graduate Admissions)
Aimi Moss (Director, Student Success Center)

**Recruitment Sub-Committee**
Greg Laurence, Co-Chair (Assistant Professor, Management)
Brad Maki, Co-Chair (Director, Graduate Admissions)
Daniel Adams (Director, International Center)
Melissa Brown (Assistant Director, University Relations)
Melva Craft-Blacksheare (Assistant Professor, Nursing)
Jon Davidson (Director, Undergraduate Admissions)
Chris Heidenreich (Assistant Professor, Music)
Lori Vedder (Director, Financial Aid)
Deborah White (Director, Office of Extended Learning)

**Retention Sub-Committee**
Susan Gano-Phillips, Co-Chair (Associate Dean, CAS)
Aimi Moss, Co-Chair (Director, Student Success Center)
Amelia Biehl (Associate Professor, Economics)
Jan Furman (Professor of English and Program Director, MA in Liberal Studies)
Jerry Glasco (Director, Financial Services and Budget)
Krista Hansen (Associate Professor, Mathematics)
Kazuko Hiramatsu (Associate Professor, Linguistics)
Rob Montry (University Ombuds)
Sarah Rosaen (Associate Professor, Communication)
Fawn Skarsten (Director, Institutional Analysis)
Maureen Tippen (Clinical Assistant Professor, Nursing)
Stephen Turner (Associate Professor, Computer Science)
Chris Waters (Professor of Art, Associate Provost and Dean of Undergraduate Studies)

**Data Sub-Committee**
Roy Barnes, Co-Chair (Associate Dean, CAS)
Jay Gandhi, Co-Chair (Director, AIMS)
Daniel Adams (Director, International Center)
Karen Arnould (Registrar)
Jon Davidson (Director, Undergraduate Admissions)
Brad Maki (Director, Graduate Admissions)
Aimi Moss (Director, Student Success Center)
Fawn Skarsten (Director, Institutional Analysis)
Lori Vedder (Director, Financial Aid)
Deborah White (Director, Office of Extended Learning)