Faculty and staff are invited to attend a Strategic Enrollment Management (SEM) Forum:

Thursday, August 27, 2015
11:30 a.m. – 3:45 p.m.
Grand Ballroom, NBC
Lunch provided

Please RSVP to jillhubb@umflint.edu by Tuesday, August 25.

For more information, please contact Jill Hubbard at 810.762.3372.

Doug Knerr, Provost and Vice Chancellor for Academic Affairs
Mary Jo Sekelsky, Vice Chancellor for Student Affairs
Co-Chairs, Strategic Enrollment Management Steering Committee

The framework below has provided a visual indicator of our progress throughout the SEM planning process. Following months of intense information gathering, benchmarking, and data analysis, SEM Sub-Committees have arrived at a set of goals that provide the best possible opportunity of enrolling an optimal mix of students while maximizing student success. The SEM Data, Recruitment, and Retention Sub-Committees are eager to share their findings, enrollment projection models, and next steps with the campus.

We look forward to your participation on August 27!

Doug Knerr, Provost and Vice Chancellor for Academic Affairs
Mary Jo Sekelsky, Vice Chancellor for Student Affairs
Co-Chairs, Strategic Enrollment Management Steering Committee

SEM Process Framework

1. Align institutional strategic plan with broad enrollment targets and desired mix of students
   - Performed by Executive Team SEM Steering Committee

2. Data gathering and assessment: Internal culture/environment, student enrollment behaviors and scan of external environment
   - Performed by Smaller group of staff and faculty adept at economics and data use

3. Use data results to establish focused goals each for recruitment, retention, service, etc., and enrollment projection models
   - Performed by Goals recommended by SEM Recruitment and Retention Councils; models developed by Data Team

4. Approve strategic goals and enrollment projection models
   - Performed by Executive Team SEM Steering Committee

5. Develop action steps, accountability, and metrics
   - Performed by SEM councils and sub-committees

6. Implement action steps
   - Performed by Appropriate staff and faculty departments

7. Monitor progress, report results to campus and executive leadership
   - Performed by SEM Steering Committee Chief Enrollment Officer

Additional recommendations to goals:
- Additional processes
- Mid-course adjustments
- New revised goals

University of Michigan-Flint SEM Committee Membership

**Steering Committee**
Doug Knerr, Co-Chair (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, AMS)
Susan Gano-Phillips (Interim 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)

**Data Sub-Committee**
Roy Barnes, Co-Chair (Associate Dean, CAS)
Jay Gandhi, Co-Chair (Director, AMS)
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)

**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 (Interim 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 Glascio (Director, Financial Services and Budget)
Krista Hansen (Associate Professor, Mathematics)
Kazuko Hiramatsu (Associate Professor, Linguistics)
Rob Monroy (University Ombuds)
Sarah Rosen (Associate Professor, Communication)
Fawn Skarsten (Director, Institutional Analysis)
Maureen Tippen (Clinical Assistant Professor, Nursing)
Stephen Turner (Associate Professor, Computer Science)
Chris Waters (Professor of Math, Assoc. Provost and Dean of Undergraduate Studies)

The following message is being sent on behalf of Doug Knerr, Provost and Vice Chancellor for Academic Affairs and Mary Jo Sekelsky, Vice Chancellor for Student Affairs