OPERATIONAL CHARTER
STRATEGIC ENROLLMENT MANAGEMENT PLAN

02/19/2013

KFA : 5 | **Auth:** Pre-Approval | **Status:** G | **Priority:**

Description:

Activities to prepare the college for the development of a Strategic Enrollment Management (SEM) plan

Requestor: LORI UFFORD

Lead: LORI UFFORD

Team Members:

Dawn Justesen, Mary Kramer, Susan Wolff, Karen Carter

Customer:

Why (Level of importance & relation to mission):

The SEM plan will assist the college in aligning the institutional strategic, academic, facilities, student success plans.

Expected Outcomes:

Establish clear goals for the number and types of students needed to fullfill the institutional mission.
Promote students' academic success by improving access, transition, persistence and graduation.
Promote institutional success by enabling effective strategic and financial planning.
Create a data-rich environment to inform decisions and evaluate strategies.
Improve process, organizational and financial efficiency and outcomes.
Strengthen communication and collaboration across the campus.

Established:	*Expected Start:*	*Expected End:*	*Actual End:*
02/14/2012	02/07/2012	/ /	/ /

ACTION ITEMS:	Start Date	Expected End	Actual End	
Meet with Leadership group: 3 questions				
-[Lead: LORI UFFORD]	02/07/2012	02/07/2012	02/14/2012	Completed
Meet with ELT and Directors to answer: What makes our institution unique? What is CGCC's value to students? What direction is the college headed?				
Meet with Board: 3 questions				
-[Lead: LORI UFFORD]	02/07/2012	02/07/2012	02/14/2012	Completed
What makes CGCC unique? What direction are we headed? What is CGCC's value to students?				

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ACTION ITEMS:	Start Date	Expected End	Actual End	
Meet with all staff re: 3 questions				
-[Lead: DAWN JUSTESEN]	02/17/2012	02/28/2012	02/27/2012	Completed
What makes CGCC unique? What is CGCC's value to students? What direction is the college headed?				
Meet with Instructional Council re: 3 questions				
-[Lead: LORI UFFORD]	03/01/2012	03/31/2012	04/09/2012	Completed
Meet with Student Government re: 3 questions				
-[Lead: LORI UFFORD]	03/01/2012	03/31/2012	03/13/2012	Completed
What makes CGCC unique? What is CGCC's value to students? What direction is the college headed?				
Meet with Foundation Board re: 3 questions				
-[Lead: LORI UFFORD]	03/07/2012	03/12/2012	03/13/2012	Completed
What makes CGCC unique? What is CGCC's value to students? What direction is the college headed?				
Meet with leadership group				
-[Lead: LORI UFFORD]	05/01/2012	12/31/2013	/ /	Open
Bring all stakeholders input to management team for final decisions regarding 3 questions What makes CGCC unique? What is CGCC's value to students? What direction is the college headed?				
Build SEM team				
-[Lead: LORI UFFORD]	06/01/2012	06/30/2013	/ /	Open
Build a cross campus team to work on SEM plan in 2012-13 academic year				
establish a framework for data needs				
-[Lead: LORI UFFORD]	01/03/2013	12/31/2013	/ /	Open
Establish a template(s) for collection of data. Link with ATD data needs when appropriate				
Begin compiling enrollment data				
-[Lead: LORI UFFORD]	05/01/2013	12/31/2013	/ /	
Begin collecting data related to enrollment into one document				

Notes:

1.30.13 (LU) Moved this out a year, we are beginning to collect all the necessary data and gather it inot one place. Will build team by end of 12-13 academic year and begin work on the next phase in the 13-14 academic year.