

November 18, 2022

SEMP Meeting Notes & Future Planning

Meeting: July 7, 2022

Members Present:

Peter Baratta, AmyBeth Glass, Scott Huston, Jessica Kay, Phil Kening, Manish Madan, Geoff Pettifer, Tara Williams, Robert Heinrich

Guest: Jessica OShaughnessy

Council Chair Members

- **Robert Heinrich**
Vice President for Enrollment Management
- **Leamor Kahanov**
Provost & Vice President for Academic Affairs
- **Manish Madan**
Associate Professor of Criminal Justice / Faculty Senate President

Background & Discussion:

Over the last several years, the Strategic Enrollment Management Planning (SEMP) Council has been charged with leading the creation and implementation of the University's long-term strategic enrollment management plan in an inclusive, systematic, and coordinated process with a strong emphasis on cross-divisional cooperation. The SEMP council has formed four action teams to carry out this charge:

1. Academic Planning
2. Marketing and Recruitment
3. Operations
4. Research.

The last two years were marked by the COVID-19 pandemic, and as an institution we have seen different challenges in keeping up with the student enrollment (first time as well as transfer students). This brings us to re-envision SEMP and consider potential restructuring.

During the summer mini retreat, the current SEMP council membership discussed transitioning into a SEMP Advisory Council scheduled to meet twice a semester with faculty representation from each school. This aforesaid advisory council will combine the earlier separate teams of Academic Planning; Operations; and Research while keeping the University Marketing and recruitment as a separate team.

Amongst the key aspects of academic planning, operations and research, the advisory council will also have responsibility of examining financial sustainability as directly impacted by the student enrollment.

As part of student enrollment efforts, the SEMP advisory council will also have additional focus on student retention and work closely with the faculty in identifying efforts to that effect. One idea

SEMP Advisory Council Roadmap & Strategy Document

considered during the meeting was mid-term grades, however, that remains a challenge for further discussion.

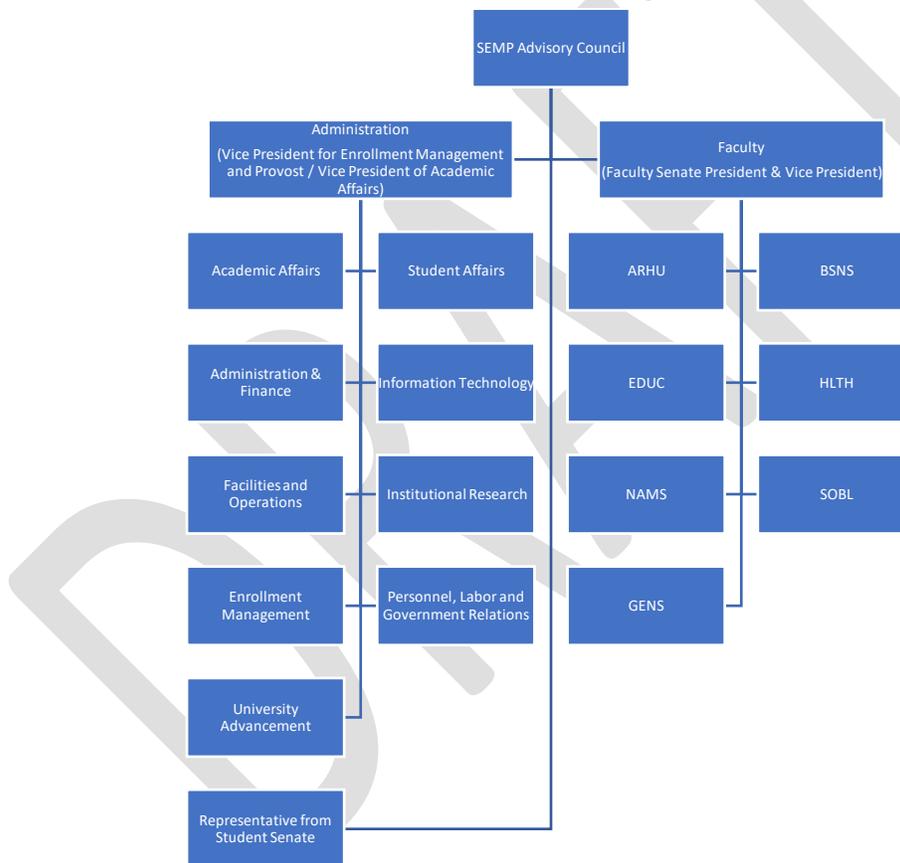
Restructuring of SEMP Model

SEMP Advisory Council

To further strengthen shared governance, it is proposed that the leadership from the administration and Faculty Senate be lead representatives of this proposed advisory council:

Executive Committee: Vice President for Enrollment Management and Provost / Vice President of Academic Affairs as well as Faculty Senate President and Faculty Senate Vice President

SEMP Advisory Council Organizational Chart



SEMP Advisory Council Charge:

1. The SEMP advisory Council has been charged with leading the creation and implementation of the University's long-term strategic enrollment management plan in an inclusive, systematic, and coordinated process with a strong emphasis on cross-divisional cooperation.
2. SEMP Advisory Council will play an important strategic role in creating and enhancing institutional efforts to *recruiting, retaining, measuring success, and graduation* for all students, including students that add to the diversity of the institution.

SEMP Advisory Council Roadmap & Strategy Document

3. Develop enrollment and retention strategies at the institutional, school and program level consistent to Stockton's mission, diversity and inclusion, market demand, cost, and capacity.
4. Develop specific recruitment strategies with the goal of strengthening partnerships with high schools and community colleges through programs such as our Dual-Credit and Transfer Pathways programs.
5. Develop strategic efforts to engage in internationalizing Stockton education, for which SEMP Advisory Council will engage with the efforts of *iSEMP* committee.
6. The advisory council will expand on the charge based on the institutional needs and as its members identify different areas of growth.

SEMP Advisory Council Meeting Schedule:

It is proposed that SEMP Advisory Council membership meet thrice a semester and have an annual retreat at the end of each academic year.

SEMP Advisory Council Membership & Term Limit

At the inception stage, the SEMP administrative leadership will work closely with the faculty senate leadership and seek faculty nominations from each academic division, with the goal of developing a diverse and inclusive representation at the Council. Also, to ensure continuity in the work of the Council, members will have the opportunity to continue their service beyond their first term. New membership will be recruited on a staggered basis to ensure further consistency and continuity of the knowledgebase developed within the Council.

SEMP Advisory Council Reporting Structure:

As part of shared governance, open communication, and transparency, it is important to communicate the work of SEMP advisory council at appropriate forums as and when significant work is being undertaken and/or accomplished. It is proposed that such updates be shared with the Stockton Presidential Cabinet, Faculty and Staff Senate as appropriate.

The SEMP executive leadership team will serve as the oversight role for the SEMP Advisory Council. The SEMP executive leadership will meet more often and develop the agenda, steer action items for the (4) regularly scheduled advisory council meetings each academic year