

Strategic Enrollment Management Report

Submitted by Chair Troy G. White, M.Ed. (East Texas Baptist University)

SEM Committee Session Planning:

The SEM committee met at the 2017 annual conference in South Padre to brainstorm ideas for sessions for the 2018 conference in Ft. Worth. After discussion, the committee continued to work and collaborate via email for the next several months before submitting a list of 5 sessions that will be presented during this year's conference. Sessions will include topics such as Effective Communication Among SEM Departments, SEM from the Registrar's Point of View, and Determining the Best Fit of a SEM Model.

2018 SEM Pre-Conference Workshop:

Kelly Brooks, Registrar, and Tara Moses, Director of LEAN Transformation, at Capella University will present a relatively new concept in Higher Education – implementing the LEAN methodology, generally found in manufacturing or business, to higher education. At its core, LEAN is an approach that seeks to maximize value to the student while minimizing waste...essentially, creating greater value with less effort and resources. This topic has been growing within higher education and Ms. Brooks and other colleagues presented on this topic at the AACRAO conference in 2017. Participants in the workshop will leave with resources to help them implement LEAN and find out more about it, as well as introduce the concept to the leaders and staff at their own campuses.

Fred Russell SEM Scholarship:

The SEM committee sent out the call for the Fred Russell SEM Scholarship on Monday, July 2nd via the TACRAO Listserv. Several reminders were also sent between that time and the deadline on Wednesday, August 5th. A total of 23 applications were received. Using an online poll, the SEM committee selected 5 recipients after reviewing each application. The winners were:

1. Shane Apple – Collin College
2. Breanna Ashmore – Texas A&M Commerce
3. Estonia Graves – Kilgore College
4. Victor Lopez – University of North Texas
5. Caroline Williams – Texas A&M Central Texas

Notes from the Chair:

The SEM Committee consists of Chrissy Gonzalez (TAMU-Texarkana), Jamie Hansard (Texas Tech), Bryan Heard (Univ. of North Texas), Rebecca Perfecto (UNT), Sherry Wells (Lamar University), and Troy G. White, chair, (East Texas Baptist University). I would like to extend my heartfelt gratitude to each member of the committee for their diligent efforts throughout the year as we worked to serve this wonderful organization. It is because of individuals like these listed above that TACRAO is among the greatest professional organizations on the planet!