

Strategic Enrollment Management Report

Submitted by Chair Ginnifer Cié Gee, Ed.D (University of Texas San Antonio)

SEM Workshop:

Dr. Tom Green, Associate Executive Director, Consulting and SEM for AACRAO will expand upon his presentation from the 2016 conference. This year, he will offer “How to write and implement a SEM plan.” The workshop will briefly cover SEM Core Concepts but most of the workshop will be a practical guide. The session will look at how to achieve and sustain campus-wide buy-in from faculty, staff, administration and leadership, the critical role of data and research in SEM planning, how to pivot from planning to implementation and the role of monitoring and reporting in achieving sustainable enrollment outcomes. The workshop will walk through the process of building a SEM plan, looking through the lens of a completed plans’ table of contents. Each section of the plan and how that is built will be presented and discussed.

Fred Russell SEM Scholarship:

The SEM committee sent out the call for the Fred Russell SEM Scholarship on July 6, 2017 and a reminder on August 7, 2017. We received 21 applications and narrowed the winners down to 6 deserving TACRAOans. The winners were:

1. Carl Greenfield – Sam Houston
2. Amanda Prado – TAMU, San Antonio
3. Victoria Mayans – UTRGV
4. Patricia Clark – Texas State
5. Tammy Titlow – Texas Wesleyan
6. Michael Casias – UNT

Change in SEM Chair:

Ginnifer Cié Gee will be stepping down as Chair of the SEM committee. Cié has served as chair for the 2015, 2016, and 2017 annual conference. Next year’s SEM chair, for the 2018 conference will be Troy White, M.Ed. from East Texas Baptist University.