



Lake Tahoe Community College

December 2018

# Tahoe Clear

STRATEGIC ENROLLMENT MANAGEMENT



# Strategic Enrollment Management

## ➔ WHAT IS SEM?

Strategic Enrollment Management (SEM) focuses on what is best for students and how to ensure their success through strategic course offerings and student support services. It is a data-informed systematic approach to scheduling courses and supporting students in achieving their educational goals in a timely manner.

## ➔ “TAHOE CLEAR”

Lake Tahoe is world-renown for its crystal clear waters, allowing visitors to see well down into its depths from above the surface. When members of the SEM Committee at Lake Tahoe Community College (LTCC) attended the first SEM Program conference in June 2018, they discussed the power of clarity and how important that concept is in enrollment management. The group decided to name its campus-wide SEM program, “Tahoe Clear.” The name emphasizes how crucial it is to make the entire student experience—outreach, application, registration, support services, graduation—as clear and easy to see, navigate, and understand as possible for our students. Registering for classes and getting an education at LTCC should be just as clear and easy to see through as the waters of Lake Tahoe.

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## SCHEDULING GUIDING PRINCIPLES

- ✓ Consider student needs first
- ✓ Use student demand information
- ✓ Consider special student groups with specific scheduling needs (e.g. athletes, international students, etc.)
- ✓ Be data informed: use course cancellation history, average enrollments (% fill), and other pertinent data
- ✓ Commit to time blocks
- ✓ Protect the college hour (Tuesdays from 12 pm - 1 pm) for student life
- ✓ Create a balance of face-to-face and online options
- ✓ Maintain face-to-face general education (GE) pathways
- ✓ Reduce redundancy of general education (GE) classes at same times and days
- ✓ Be informed by three-year projections
- ✓ Align with state rules and regulations (e.g. AB705)

## SEM GOALS

### Goal #1: Create a Student-Centered Schedule

- Develop guidelines or a rubric that includes data points and student input to build a model schedule.
- Deans review schedule to identify low-enrolled courses and opportunities for growth.
- Overlay current general education-area scheduling and proposed pathways.
- Review education plans and identify course patterns.

### Goal #2: Create Data-Informed SEM Guidelines & Practices

- Review existing data, including student enrollment behavior.
- Identify new data that informs SEM efforts.

### Goal #3: Create Clear Pathways

- Use SEM guidelines and data to help with LTCC's Guided Pathways initiative, and vice versa. SEM is an integral part of Guided Pathways, and both initiatives are meant to clarify course offerings and pathways toward degree and certificate and other educational goals and help our students reach those goals in a timely way.

## THE SEM PROGRAM

LTCC was chosen to participate in the SEM Program, which is sponsored through the Institutional Effectiveness Partnership Initiative (IEPI). The SEM Program is a comprehensive one-year program that provides training, coaching and resources in SEM. Participating colleges build on their SEM knowledge and learn engaging and meaningful practices to help move their campus SEM initiatives forward. Included in the one-year program are two site visits at LTCC by the SEM coaches, and two conferences for LTCC's SEM Team to attend. The SEM Team is comprised of a cross-functional group of faculty, staff and administrators. The SEM coaches made their first visit to LTCC's campus on October 26 and worked with staff and faculty on obtaining feedback during two sessions. Per the SEM-coached recommendations, the next steps include committing to SEM guiding principles for use in the development of the Summer/Fall 2019 schedule and beyond.



*This graphic was generated from the words most often mentioned in the written feedback based on the group discussions at the October 26, 2018 LTCC SEM Workshop.*





# Faculty and Staff Feedback from All Campus SEM Workshop

The following are quotes from written feedback based on the group discussions at the October 26, 2018, LTCC SEM Workshop.

## ➔ WHAT IS SEM?

- *“Offering courses at the right time and in the right modality.”*
- *“It’s the entire process from outreach to application to registration and beyond. Making the whole process as easy and clear as possible.”*
- *“Clear pathways with a multi-year view that are strategic and not just reactive.”*
- *“SEM is making sure we have an efficient schedule to serve students.”*
- *“Purposefully attracting and retaining students until completion.”*
- *“Offering courses that align with students’ pathways.”*
- *“Scheduling for student success.”*

## ➔ SEM GUIDES

- *“Students first.”*
- *“Student-centered and student success scheduling.”*
- *“Good, competent, reliable data used to make good decisions.”*
- *“When needed, be adaptive and nimble.”*

## ➔ TO DOs TO MOVE SEM WORK FORWARD

- *“Projected schedule.”*
- *“Better technology.”*
- *“Degree audit and student self-service.”*
- *“Student education plans used to inform scheduling.”*
- *“Make process and forms easier for students to complete.”*
- *“Streamline the GE patterns (no need for three different patterns).”*
- *“Better communication with students to assist them with planning (e.g. schedule, financial aid, career planning).”*

## SEM COMMITTEE MEMBERS

The SEM Team is comprised of the following cross-functional group of faculty, staff and administrators:

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|-----------------|-----------------|-------------------|
| • Nick Barclay  | • Pete Dixon    | • Michelle Risdon |
| • Steve Berry   | • Jonathan King | • Donna Sohan     |
| • Brad Deeds    | • Diane Lewis   | • Michelle Sower  |
| • Jeff DeFranco | • Scott Lukas   | • Tracy Thomas    |

