SEM PURPOSE STATEMENT

As open-entry institutions, California Community Colleges serve a diverse student body with wide-ranging educational goals. We must regularly adapt our programs and services to meet the changing needs of our students, and to facilitate the achievement of their educational goals. At the same time, we must maintain our fiscal viability to ensure that we can support our communities now and into the future.

Strategic Enrollment Management (SEM) is a holistic concept and a process that enables the fulfillment of an institution's mission and its students' educational goals[1]. While grounded in the current operating environments, SEM includes a future-oriented vision and is adaptable to the changing environment.

Within California Community Colleges, SEM is a shared responsibility. Student success is central to all related planning, practices, and processes. The purpose of SEM is to:

- Establish comprehensive student enrollment goals that are aligned with the college's mission and strategic plan.
- Promote student success by improving access, engagement, persistence, and completion.
- Ensure fiscal stability and viability by optimizing enrollments and integrating SEM into the college financial planning, budgeting, and allocation processes.
- Offer quality and relevant programs with clear educational pathways, course offerings, and appropriate student support.
- Implement strategies that lead to equitable access and outcomes.
- Create a data-rich environment to inform decisions and evaluate strategies.
- Design and implement communications and marketing with internal and external stakeholders to increase understanding of SEM and to meet SEM goals.
- Increase collaboration among departments across the campus to support the enrollment program.

[1] Adapted from: Bontrager, B., and K. Pollock. 2009. *Strategic enrollment management at community colleges. Applying SEM at the Community College*. Washington, DC: American Association of Collegiate Registrars and Admissions Officers.