



UNIVERSITY OF MINNESOTA DULUTH  
**Driven to Discover**

# Strategic Enrollment Management (SEM) Subcommittee

*(a subcommittee of the Strategic Planning and Budget Committee)*

**Date:** Thursday, May 7, 2015  
**Time:** 1:04 p.m. to 2:00 p.m.  
**Location:** 520 DAdB

## Minutes

**Status:**  
*Approved, October 8, 2015*

**Present:** Mary Keenan, Scott Schulz, Fay Maas, Xin Liang, Jim Klueg, Paul Kiprof, Susana Pelayo-Woodward, Paula Pedersen BreAnn Graber (*Staff Support*)

**Excused:** Olaf Kuhlke, Brenda Herzig, Erik Brown

### Call to order—

Co-Chair Mary Keenan called the meeting to order at 1:04 p.m. on Thursday, May 7, 2015.

### Review/Approval of April 23, 2015 Minutes—

A motion to approve the minutes from the April 23, 2015 meeting was seconded. There was no further discussion. The motion to approve the April 23 minutes carried.

### Retention Framework—

#### **Update: Presentations to COD and SP&B**

Co-Chair Mary Keenan informed the group that her meetings with the Council of Deans (COD) and the Strategic Planning and Budget (SP&B) Committee went well. SP&B Committee members had a number of questions. Keenan noted that faculty members commented that the 4 Pros Framework made them better understand how they can contribute to retention. Keenan also mentioned that she would like to add some additional examples (based on her conversations) to the last page of the framework—to the “Action Plan for Student Retention” page—to provide more guidance to the campus community. She would like to provide an example for each of the Pros, being able to give an example at the department level, support area and academic area.

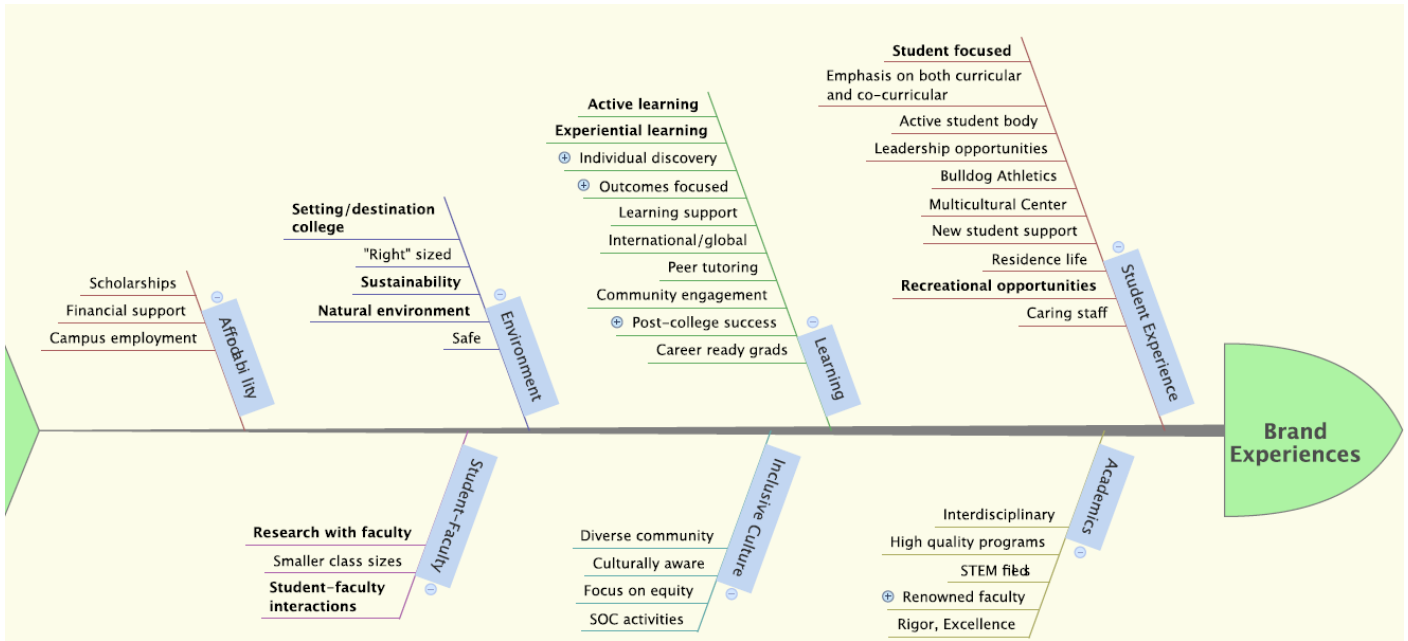
Keenan indicated the importance of communicating the importance of tangible outcomes. Advising freshmen on a regular basis is a step in the right direction, but being able to measure the number of students who developed an academic plan is more measurable. Keenan encouraged members to help people focus on the tangible, measurable outcomes.

Keenan said that John Arthur will do a preliminary call for grants by the end of May. It is her intention to get a full set of framework documents on the Strategic Enrollment Management (SEM) website so everyone knows how to communicate action steps. She will also send the information to the campus community so people can see the tie-in to the grants. Committee members confirmed that they will be taking the 4 Pros Framework to their specific areas.

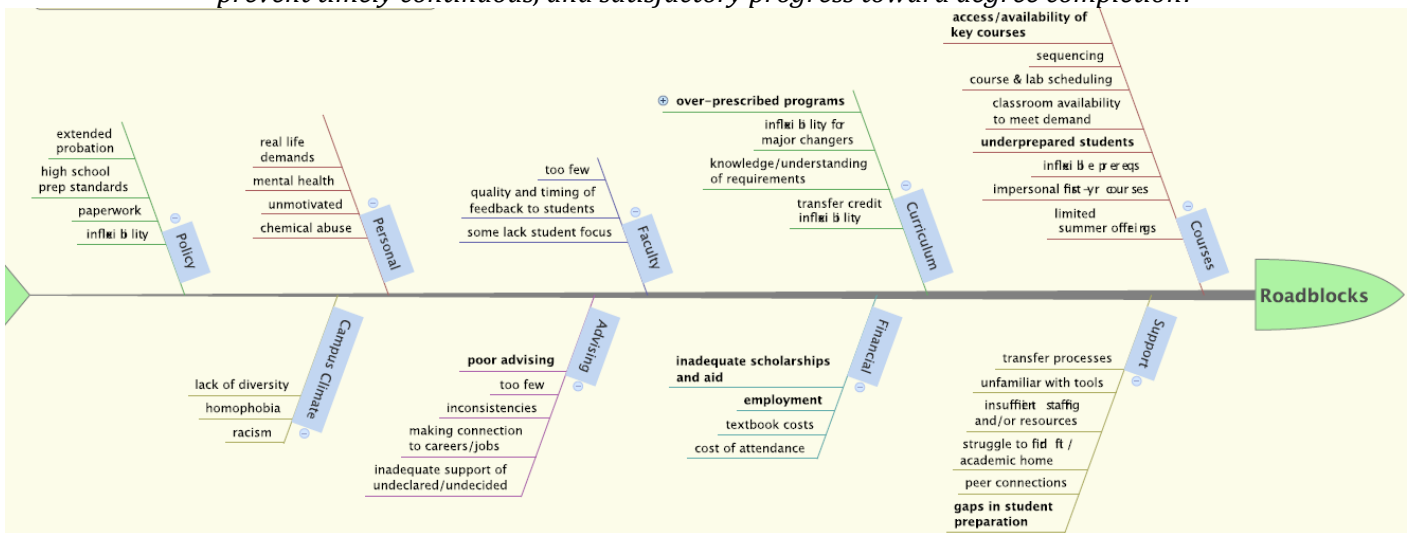
### **Roadblock and Brand Brainstorming**

Keenan presented summaries of the brainstormed activities that were done in a fish bone diagram format. The diagrams below summarize responses from the Strategic Planning & Budget Committee, Campus Climate Team, Council of Deans, Directors & Administrators, Student Life Directors, and College of Education and Human Service Professionals (CEHSP) to the following questions:

*“What are the undergraduate experiences and outcomes that are most closely associated with our institutional brand?”*



*Thinking about the current year and undergraduates, what roadblocks have you observed/encountered that prevent timely continuous, and satisfactory progress toward degree completion?*



The bolded items in the diagrams signify that several responses were received regarding it. The blue dots indicate that sub items exist on the actual (dynamic) diagram; they are not individually listed in the diagram to preserve its readability.

### Next Steps

The purpose in sharing the results of the exercise can help departments look at what areas they may want to focus on and discuss what exactly they could do to have an impact on retention. Keenan mentioned the Executive Vice Chancellor for Academic Affairs (EVCAA) Andrea Schokker is willing to set expectations (including deadlines) to ensure measurable action items are submitted by a certain date. Keenan also confirmed that she would send out a finalized copy to the SEM Subcommittee and post the framework on the SEM website so it can easily be referenced.

### International SEM— Updated Goals

International students have been a big topic in 2014-2015. Co-Chair Mary Keenan mentioned Kim Riordan's Internationalization Initiative and the realignment of staff. For example, Chris Haidos, formerly of Admissions, is now under the International Education Office, but still develops partnerships with international entities, while there is a half-time staff member in Admission to recruit international students. Understanding the new roles was a challenge this year.

When SEM set international student enrollment goals three years ago, the projected growth was based on competitor institutions, which had partnerships that were bringing in some larger number of students. The updated international student plan is based on what is currently happening at UMD. Keenan mentioned how the English as a Second Language International (ESLI) program is a partnership that recruits students to UMD. Students enroll in the program if they do not meet UMD's language proficiency requirement. After successful completion of the program, participants can enroll at UMD (or a different school of their choice). Keenan made the comment that non-degree international students may only be at UMD for a year—and are typically recruited through the partnerships Chris Haidos develops.

### ***International Action Plan***

The International Students NHS & NAS Enrollment Action Plan went through a number of revisions, since so many roles and responsibilities were changing. Susana Pelayo-Woodward and Scott Schulz weighed in on the document that Mary Keenan shared with the SEM Subcommittee. Keenan informed the group that a comprehensive progress update will be done in 12 to 18 months, giving an opportunity for staff to get settled into their new roles before having to report progress.

### ***International Process Map***

Mary Keenan shared the International Student Process Map, which was a collaboration of 16 campus stakeholders. The group worked together to develop the actual process flow for international student applications. While each bullet listed within the document contains additional details, the map is designed to break down the international student process from pre-application to arrival.

SEM Subcommittee member Susana Pelayo-Woodward mentioned how she is working on a communication plan to outline the process for graduate students. Once completed, she will share it with SEM Subcommittee.

### **NHS & NAS Action Plan Progress Updates—**

SEM Subcommittee members review the NHS & NAS Action Plan Update. Mary Keenan indicated that the updates will be posted on the website.

### **2015-2016 SEM Subcommittee Priorities—**

Mary Keenan started the discussion of what priorities the SEM Subcommittee should have in the 2015-2016 academic year. The following were discussed:

- **Share best practices** for retention improvement—ensuring deans and faculty members are aware of what is currently happening with advising and how it might be improved
- **Provide desired outcomes** and/or overarching principles of advising (e.g. having students create an actual academic plan), giving flexibility to departments regarding how to achieve such outcomes
- **Engage in conversations with departments** to help them most effectively use the 4 Pros framework of retention
  - Determine the role the SEM Subcommittee should play in the **follow-up** of departmental retention plans
- Consider **bringing in speakers and/or holding a series of workshops** that encourage practical applications (during the sessions) to make them as productive as possible; or have UMD faculty talk to other faculty members about how they are linking teaching, learning and retention (e.g. assigning group work so students gain a sense of belonging/connectivity)
- **Facilitate partnerships** (e.g. promoting an academic connection with housing)

### **Outgoing SEM Members & 2015-16 Co-Chair—**

Co-Chair Mary Keenan thanked Paul Kiprof and Fay Maas for their three years of service. She also thanked Xin Liang for sitting in for Jannifer David, while she was on leave spring semester (2015).

Since Maas was one of the outgoing members, a new co-chair needed to be selected. A motion to elect Jim Klueg as Co-Chair for the upcoming 2015-2016 year was seconded. There was no further discussion. The motion to have Jim Klueg serve as Co-Chair of the SEM Subcommittee in 2015-2016 carried.

Keenan thanked everyone for their hard work.

**Meeting Adjourned** at 2:00 p.m.

*Last 2014-2015 Meeting*