

Endorsed by AACRAO: The Only Enrollment Management Endorsement Program

Program Components

Essentials of SEM

Intensive online course offered over four weeks in February or September

Webinars

- Aligning SEM with Institutional Planning: From Board-Level to Street Level
- Marketing, Public Relations and SEM: Three Sides of the Same Coin
- SEM Core Concepts and Career Development for Enrollment Professionals

Field Visits

- Gateway Community College
- City University of New York – System Office
- 2016 AACRAO SEM Conference: *Improving Student Retention: Research-Based Strategies for College Student Success, Parts 1 & 2 (Kalsbeek and Goff)*

Capstone

Connecticut Community College Strategic Enrollment Management Master Plan is original research written as a plan to bring strategic enrollment management community colleges that reside within the Connecticut State Colleges & Universities system. The contents of the plan seek to develop a new culture based around SEM, with leadership provided at the system level, which is designed to work with system colleges in advancing enrollment, retention, persistence, and progress goals



March 2017 Graduate

Highlights

Developed radius maps to illustrate overlap
**April 2017, Students' First Plan initiated to consolidate into a single community college*

VP of Enrollment Management Position
**September 2018, position posted*

Communication, Engagement, Surveying
**Continuous, with college consolidation and Guided Pathways incorporation*



Steve McDowell

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Connecticut State Colleges & Universities

