



MINNESOTA STATE
Board of Trustees

AGENDA ITEM SUMMARY

NAME: Academic and Student Affairs

DATE: March 21, 2023

TITLE: Minnesota State Strategic Enrollment Management Approach

- Proposed New Policy or Amendment to Existing Policy Approvals Required by Policy Other Approvals
- Monitoring/Compliance Information

PRESENTERS

Satasha Green-Stephen, Senior Vice Chancellor for Academic and Student Affairs

Paul Shepherd, Interim Associate Vice Chancellor for Student Affairs and Enrollment Management

Lynn Akey, Vice President for Student Success, Analytics and Integrated Planning, Minnesota State University, Mankato

Gail O’Kane, Vice President of Academic Affairs, Minneapolis Community and Technical College

Heidi Aldes, Dean of Enrollment Management, Minneapolis Community and Technical College

PURPOSE

The purpose of this informational presentation is to provide an update on efforts involving the system office team and leaders at Minnesota State colleges and universities to identify ways the system office can support strategic enrollment management planning at the campus level and seek opportunities to leverage the strength of our system to work collaboratively to advance our equity and student success goals.

BACKGROUND INFORMATION

Since the mid-1970s, enrollment management has become an increasingly important function for colleges and universities. During the 1990s through the early 2000s, the focus of strategic enrollment management (SEM) started to shift towards institutional-wide efforts that were more integrated, evidence based and strategic in nature. David Kalsbeek, a former enrollment management leader at DePaul University, defines strategic enrollment management as, “A comprehensive approach to integrating all of the college or university’s programs, practices, policies, and planning related to achieving the optimal recruitment, retention and graduation of students.”

In that context, contemporary strategic enrollment management plans emphasize a

comprehensive approach that focuses on the student lifecycle from prospect inquiry through graduation. This expanded focus of strategic enrollment management includes the whole student experience, as well as additional intervention points where colleges may influence enrollment and student success. While the role of strategic enrollment management and definitions have evolved over time, they have always shared a common focus on the systematic integration of the college and university functions that affect recruitment and retention along with the use of assessment and data to inform practices and policies.

In 2019, academic and student affairs provided definition to frame the Minnesota State approach to strategic enrollment management: strategic enrollment management is a comprehensive, data informed approach to aligning all of the college and/or university programs, practices, policies, and planning to ensure the equitable recruitment, persistence, goal completion, and graduation of students. At the system level, strategies include the maturation of strategic enrollment management infrastructure and building campus capacity; addressing policy barriers; sharing and scaling best practices; and expanding technology and the data analysis infrastructure. Campus strategies include expanding recruitment and retention efforts; augmenting student support; expanding partnerships; and leveraging technology. These strategies will support the colleges and universities in responding to the ongoing post-pandemic challenges and in making progress toward our Equity 2030 goal.