

Creating a Strategic Enrollment Framework – Update from Spring 2025: SEM Planning Sessions

June 27, 2025; 8:30-EGF

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Purpose of meeting: share current Northland Strategic Enrollment Framework to create an understanding of where we are at and gain support for moving the framework forward.

Resources Provided in Advance:

- Joe Hill article
- SENSE data 2022 and 2024
- CCSSE data 2021
- MN State Institutional Performance Measures
- MN State Student Success Accountability Measures

AGENDA:

1) Check-In

2) 365 Days Later – Shari

Qualitative Research – listening to those you serve

- July 2 – Faculty leadership listening session
- August 24 – In-Service – announce three goals, one being: Grow Enrollment by 10% in 3 Years
- September 12 – Grow enrollment continuous improvement event
- October 2 – Grow enrollment continuous improvement event
- November-May – 5 continuous improvement projects in process
- January 24 – Faculty leadership listening session
- April 29 – Strategic Enrollment planning team session 1
- May 13 – Strategic Enrollment planning team session 2
- June 27 – Strategic Enrollment planning team sharing session with President's Cabinet

Conditions to ground our actions:

- *Create and maintain strong retention and graduation rates*
- *Maximize current staffing to achieve our goals*
- *Stay within the current budget*
- *Enrollment growth is everyone's job*

- *There is urgency to grow enrollment...we must move now!*
 - *Our focus on student engagement is paramount to our success*
- 3) **2 – Half-days of Strategic Enrollment Planning** - Chad
- a. April 29 and May 13
- 4) **Share Student Lifecycle Graphic and Strategic Enrollment Framework--**
Organizational One-Phrase Strategy:
- **Engage Students through Transformative Experiences**
- 5) **Review Organizational Priorities and Key Goals** by area of the student lifecycle:

Key measures for engaging students through transformative experiences:

- **Recruitment** – Increase prospect/leads by 15-20% per year for 3-years.
- **Enrollment** – Increase enrollment by 10% each year for 3-years.
- **Engagement** – **Focus on Engaged Learning as measured by the CCSSE/Sense. Rotate CCSSE/Sense and/or Noel Levitz every other year.** We need to select which measures we will focus on and then set the growth goal
- **Persistence** – Increase second fall student persistence and completion rate for white students and students of color **by _____**. Close the gap.
- **Goal Completion** – **Increase full time and part time student completion by _____.**

Assignment – President’s Cabinet will further refine the key measures as an agenda item in July and August, 2025

- 6) **Prioritization Exercise** - Help distill 2-3 organizational priorities per area of the student lifecycle graphic. Is there an urgent strategy or initiative that should be added to one of the five priorities before we begin our prioritization exercise?
- a. This high-level organizational priority work will also allow Division/Department/Team level planning to begin later this summer. i.e. – have each area identify 1-3 initiatives/strategies they are going to work on to compliment this engagement work.
 - b. Project Templates/Charter Examples - At least two templates should be available...one for small projects and continuous improvement items, and a project charter for larger more integrated projects.

- 7) **Next Steps** - This work will need to be cascaded throughout the organization, over and over to create shared language and an understanding of the why?:
- a. President's Cabinet meeting – assign priority projects
 - b. In-Service
 - c. Faculty Shared Governance Council
 - d. Accountability Updates/Reports will be shared with existing Councils: College Council; Student Success Council; Finance, Facilities and Technology Council; and Learning Council
 - e. Town Hall meetings
 - f. Written communications
 - g. In June 2026, there will be an **Annual** review of the Strategic Enrollment Framework:
 - i. Identify accomplishments and lessons learned
 - ii. Add new potential strategies/initiatives for consideration
 - iii. Prioritize the top three strategies/initiatives for the year
 - iv.** Division/Department/Teams will create project charter for priority projects

8) **Check Out** -