

What's New?

The February issue of SPA Newsletter features the following:

- ★ **Deadlines (ACE and SLO/PLO)** – We remind you of the deadlines for ACE and SLO/PLO. Please schedule your team meetings, open labs, consultation, trainings and presentations with the SPA team (contact Jinhao.Wang@Lonestar.edu). Check out our [IE website](#) for new support tools.
- ★ **Strategic Enrollment Management (SEM) Special Focus:** SEM Defined, benefits, process, strategies, town halls, and support.
- ★ **SEM Showcase:** The SEM Showcase is a conference style workshop where successful SEM strategies, innovative ideas, and meaningful ways to use data and technology to support enrollment and completion will be shared.

ACE Deadlines and Learning Outcomes (SLO/PLO)

Below are the deadlines for ACE and Learning Outcomes. All dates follow the standard ACE and SLO Calendars except those for LSC-Kingwood. As always, the SPA team is here to support your IE efforts with open labs, team meetings, trainings, and consultation.

ACE (For all except LSC-Kingwood):

February 15: Mid-Year Update - All information up to and including “Mid-Year Progress Report” and “Status” dropdown

ACE (LSC-Kingwood)

Spring Term: New ACE Plans for 2017-18 (Given the circumstances, completion of ACE closing-the-loop reports will not be expected.) The SPA team is currently working with the campus to document some of the things that were done to keep the doors open).

SLO Assessment:

February 28, 2018: Fall 2017 SLO Closing the Loop reports due in Compliance Assist Note: Please include the online and dual credit SLO assessment results and recommendations in your reports.

March 23, 2018: Section Selection e-Form for Spring 2018 assessed courses should be checked.

If you have not completed the above, please do so. We will send out supporting reports next week to campuses and system office.

Special Report: Strategic Enrollment Management (SEM)

SEM - “A comprehensive process designed to help an institution achieve and maintain the optimum recruitment, retention and graduation rates of students, where optimum is defined in the academic context of the institution”

Dolence, Strategic Enrollment Management: A Primer for Campus Administrators

Notably, the above definition includes more than “increase enrollments.” In fact, the definition eludes to a multitude of benefits that a comprehensive Strategic Enrollment Management (SEM) Plan potentially provides.

- SEM ...**
- ✓ manages large fluctuations in enrollment
 - ✓ increases, or maintains the college’s revenue stream
 - ✓ serves to optimize inter-departmental relationships within the college
 - ✓ fosters relationships with external stakeholders (e.g., local businesses and transfer colleges) and the community at large
 - ✓ establishes a framework to increase student retention and completion
 - ✓ supports the college’s mission, Strategic Plan, and Guiding Principles

It’s All About the Student: In summary, a SEM Plan will ideally increase the number of students attending college, improve the college’s process effectiveness, improve the student’s experiences while at college and support student success and completion while at college

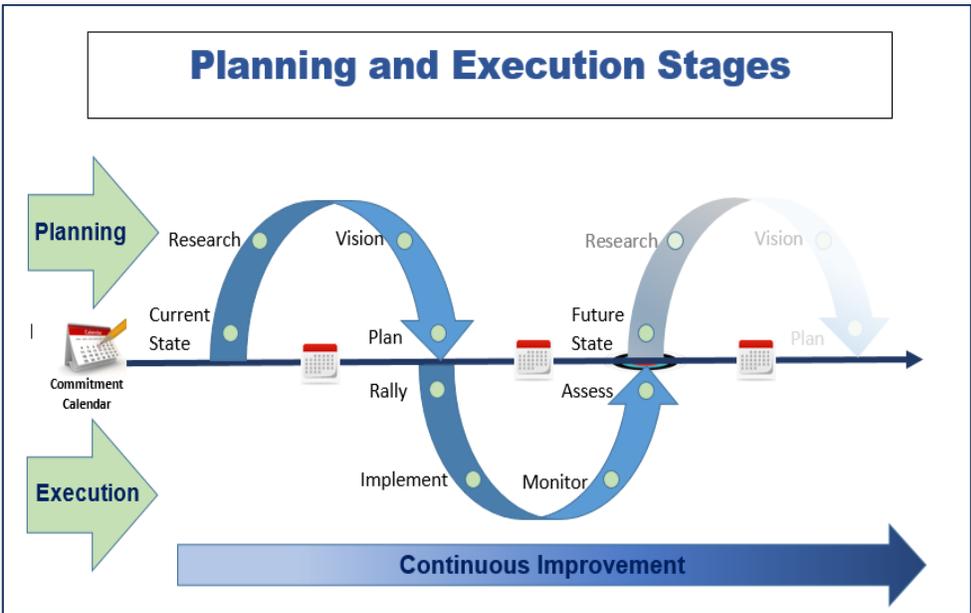
SEM Council, Charge and Process

The Lone Star College’s Strategic Enrollment Management Council was established in February 2017 and empowered by the Chancellor to explore current enrollment patterns, practices and processes from an institution wide perspective. The committee is comprised of several sub-committees each having a chair. These sub-committees meet on an ongoing basis and include recruitment/Admissions/Advising, Retention, Research, At-Risk Populations, Marketing, and Data/Technology.

- SEM Top 4 Priorities**
1. Process Efficiency
 2. Enrollment Growth
 3. Improved Retention
 4. Heightened Completion

The SEM Council was charged with developing a fully comprehensive and integrated strategic enrollment management model that included the recommendation of goals and strategies for college-wide processes, systems, and assessment measures supporting recruitment, retention, persistence and completion of LSC students.

The SEM process is divided into stages of activity progressing from Assessing the Current State, Identifying and Planning the Future State, Executing an Action Plan, Assessing the Future State for goal attainment, and finally, continuing the process for continued improvement.



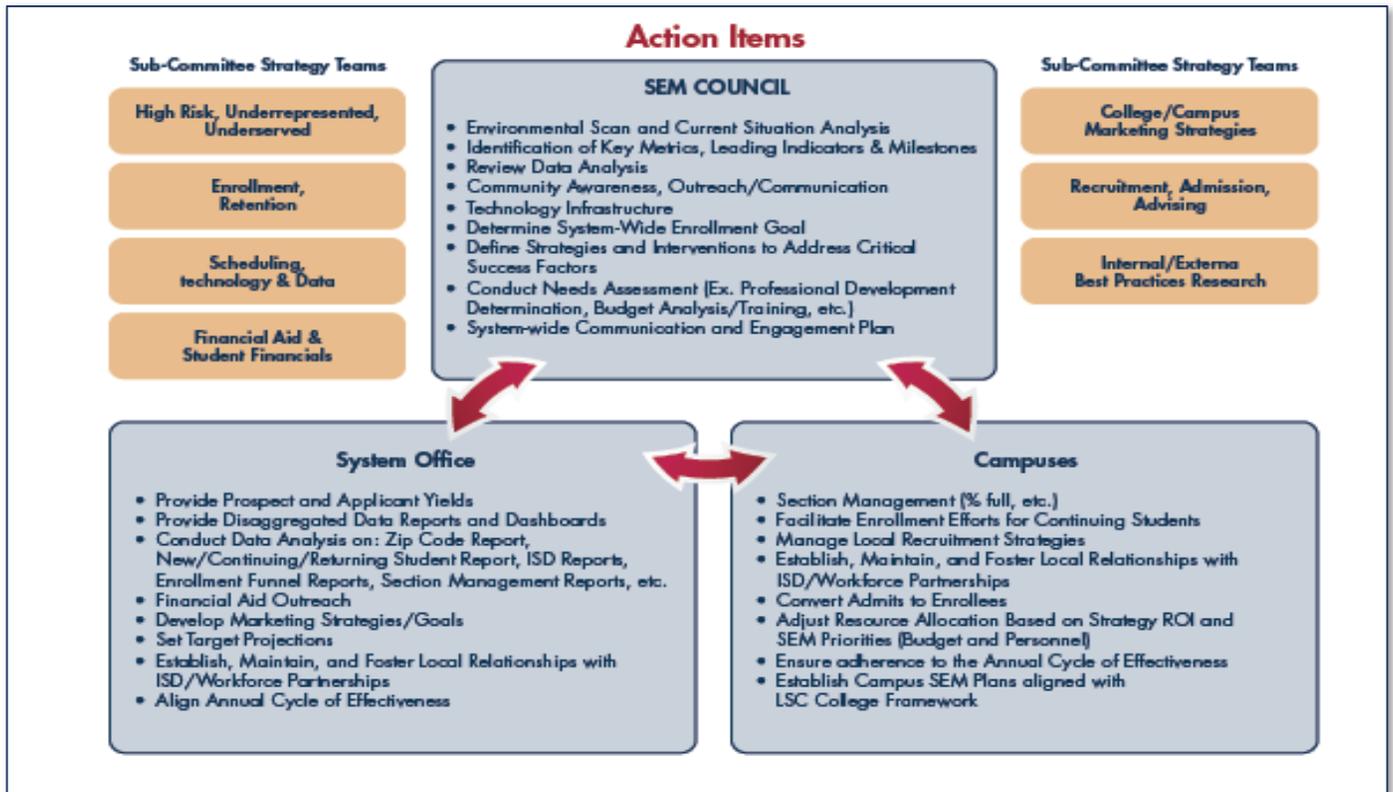
SEM and the Annual Cycle of Effectiveness (ACE)

By design, SEM Planning is imbedded within Lone Star's Strategic Plan and Annual Cycle of Effectiveness (ACE) framework. In this manner SEM plans support the overarching goals of the institution, are documented, monitored, assessed, and sustained.



The Role of SEM, Campuses, and System Office

Given the comprehensive nature of Strategic Enrollment Management, the System Office and college campuses commit to owning parts of this robust process.



SEM Council

- Focuses on the college wide preliminary analysis, SEM framework, planning and communication.

System Office

- Supports planning and activities for both the SEM Council and the campuses, in the form of data analysis, institutional level marketing and outreach.

Campus

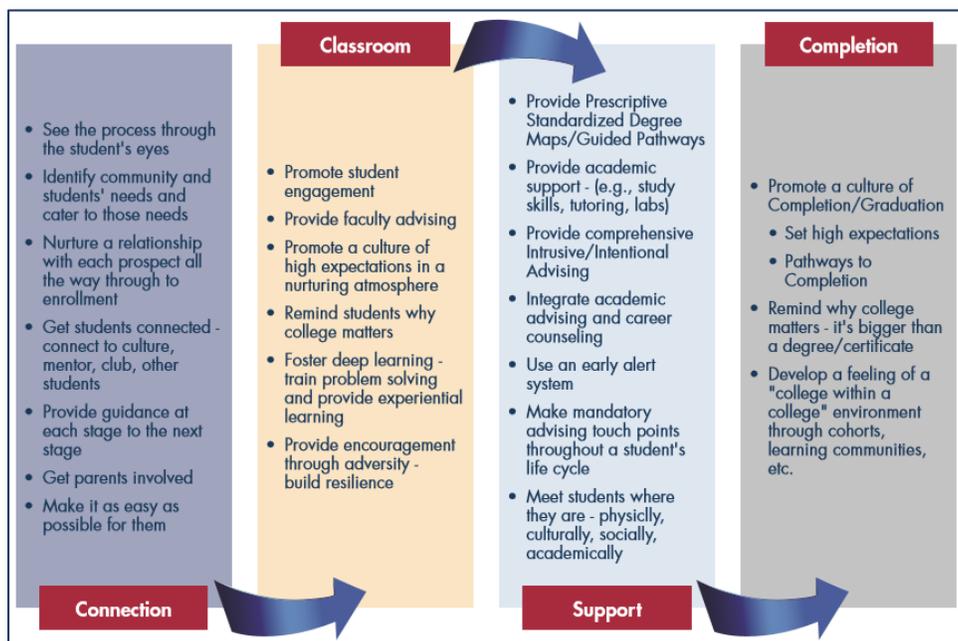
- Focuses on campus level activities, which support the short- and long-term plans, establishing and managing local partnerships and recruiting activities, and document activities as part of ACE process.

SEM Strategies

A number of coordinated activities for each of the Top Four Priorities of Enrollment Growth, Improved Retention, Heightened Completion, and Process Efficiency have been developed. Below is a listing of some of the major objectives:

SEM Strategies
Create a comprehensive marketing plan with a detailed target market and competitive analysis, creative promotional strategies etc.
Increase the number of students applying for, and being awarded, Financial Aid and scholarships.
Expand and promote flexible payment options.
Implement college-wide Pathways advising model with key milestones and benchmarks while providing guidance to students related to areas of study and the implications of taking courses off path.
Implement a comprehensive FYE Model expanding beyond the EDUC 1300 course components of My Planner, Advisor Meetings, and Registration.
Identify SEM metrics and create dashboards utilizing the SEM score card as a foundation.

SEM Best Practices: How Everyone can Support SEM



Connection:

- Begin by identifying and understanding the view of the student, his or her needs, and catering to those needs. Nurture a relationship with the students and their parents, and get them connected to the college and its support services.

Classroom:

- Focus on engagement, deep learning and setting high expectations.

Support:

- Support students by guiding them along a clear pathway to completion while providing support services and intentionally advising them along the way.

Completion:

- Finally, bring students to graduation by fostering a comprehensive culture of completion.

SEM Town Halls



Dr. Harvey-Smith

Executive Vice Chancellor, Dr. Harvey-Smith, is currently introducing SEM during Town Hall meetings at all the campuses. The interactive discussion topics include: the purpose of SEM and its goals, current strategies employed at the campus, how individuals at the campus are engaged in the process, a brief review of data.

Schedule of Town Hall Meetings	
LSC-CyFair	Completed
LSC-Kingwood	None/Flood
LSC-Montgomery	Completed
LSC-North Harris	Completed
LSC-Tomball	TBD
LSC-University Park	Completed



SEM Support

Visit the SEM website at www.lonestar.edu/semc for ...

Support and Resources Coming Very Soon

- + SEM Reports
- + SEM PowerPoints
- + SEM Step-by-Step
- + Data and Dashboards
- + Supporting Toolkits
 - o Intro to SEM
 - o SEM Metrics
 - o Best Practices
 - o Strategy Mapping
 - o Experience Mapping

The screenshot displays the SEM website interface with several key sections:

- SEM Reports:** Features a cover image for the 'Lone Star College' SEM report.
- Strategic Enrollment Management Council:** Includes a 'Notes From the Chancellor' section with a photo of Dr. Harvey-Smith and an 'Executive Summary'.
- Data and Dashboards:** Shows a circular dashboard with '100' in the center, representing various metrics.
- PowerPoints about SEM:** Lists 'SEM: Introduction' as a key resource.
- Supporting Toolkits:** Includes 'Introduction to SEM', 'Issues for the Members', 'State & Planning', and 'Deep Linking & Implementation'.
- Step-by-Step Implementation Guide to SEM Process:** Provides a detailed guide for implementation.

SEM Showcase

Tuesday, March 20, 2018

1:00-5:00pm (Registration 12:30-1pm)

Woodlands System Office Community Building, Star Ballroom

What is it? The SEM Showcase is a conference style workshop where successful SEM strategies, innovative ideas, and meaningful ways to use data and technology to support enrollment and completion will be shared (lonestar.edu/sem-showcase).

Who is it for? Any faculty, staff, or administrator wanting to learn how they can impact SEM is welcome to attend. There will also be **3 tracks offered** - *Data/Technology, Faculty, and Student Services* – but participants are welcome to attend any session of interest.

Call for Programs: Has your campus implemented a Fall/Spring Boost strategy that has affected enrollment at your campus? The SEM Showcase is an opportunity to highlight innovative ideas, successful strategies, and ways your campus is using data to inform and assess your SEM strategies. **Submit your Program Proposal to Laura.Isdell@lonestar.edu by 5:00pm on March 5, 2018.**

Registration: **Registration is open** to any faculty, staff, or administration wanting to learn how they can impact SEM. There is no cost to participants, but registration will be capped based on available space.

Showcase Links

SEM Showcase Home Page:

<http://www.lonestar.edu/sem-showcase>

SEM Showcase Proposal Form:

<http://www.lonestar.edu/departments/academicaffairsstusuccess/SEMShowcaseProgramProposalForm.pdf>



SPA Online Tools and Resources

Strategic Planning and Assessment Website: <http://www.lonestar.edu/SPA.htm>

IE Website: <http://www.lonestar.edu/institutional-effectiveness.htm>

ACE Handbook: <http://www.lonestar.edu/images/ACE-Handbook-LSC-2016-Final1.pdf>

SLO Website: <http://www.lonestar.edu/student-learning-outcomes.htm>

SLO Handbook: <http://www.lonestar.edu/documents/2-SLO-Handbook-2015-Final.pdf>

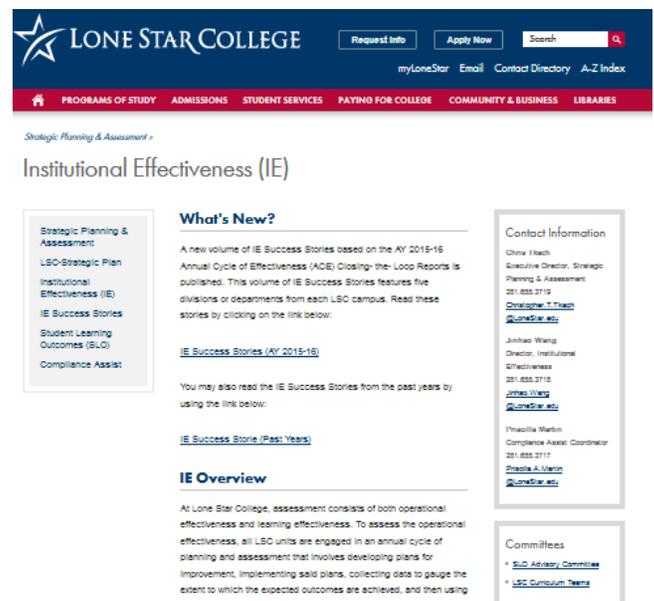
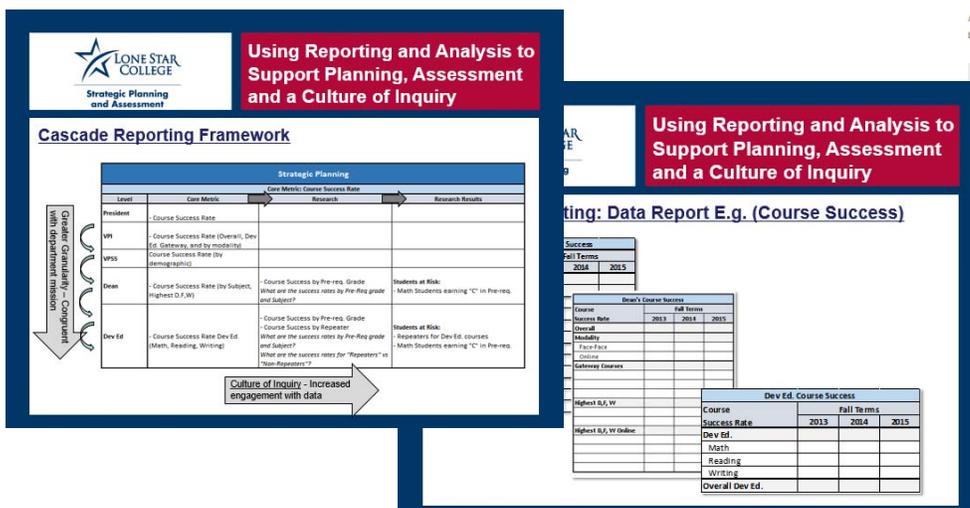
SLO/PLO Timeline: [http://www.lonestar.edu/departments/institutionaleffectiveness/SLO-PLO%20Timeline%20\(AY2016-17-18\)-Merged.pdf](http://www.lonestar.edu/departments/institutionaleffectiveness/SLO-PLO%20Timeline%20(AY2016-17-18)-Merged.pdf)

★ SPA Team Contact Information

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Using Reporting and Analysis to Support Planning, Assessment and a Culture of Inquiry

Cascade Reporting Framework

Strategic Planning			
Core Metric: Course Success Rate			
Level	Core Metric	Research	Research Results
President	Course Success Rate		
VP	Course Success Rate (Overall), Dev Ed, Gateway, and by modalities		
VPSS	Course Success Rate (by Demographic)		
Dean	Course Success Rate (by Subject, Highest D.F.W)	Course Success by Pre-req. Grade What are the success rates by Pre-Req grade and subject?	Students at Risk: Math Students earning "C" in Pre-req.
Dev Ed	Course Success Rate Dev Ed (Math, Reading, Writing)	Course Success by Pre-req. Grade What are the success rates by Pre-Req grade and subject? What are the success rates for "Repeaters" in these courses?	Students at Risk: Repeaters for Dev Ed. courses Math Students earning "C" in Pre-req.

Using Reporting and Analysis to Support Planning, Assessment and a Culture of Inquiry

Reporting: Data Report E.g. (Course Success)

Success	Fall Terms	
	2014	2015
Overall		
Gateway		
Modality		
Faculty		
College		
Gateway Courses		
Highest R.A.V		
Highest R.A.V Online		

Dev Ed. Course Success	Fall Terms		
	2013	2014	2015
Course Success Rate			
Dev Ed.			
Math			
Reading			
Writing			
Overall Dev Ed.			

Annual Cycle of Effectiveness (ACE)

