



SEM Newsletter

Strategic Enrollment Management Committee

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Special points of interest:

- Establishment of the SEM Committee—Fall 2011
- Positive impact on Enrollment and Student Success
- Campus-wide awareness and involvement

Greetings from the Strategic Enrollment Management (SEM) Committee! The SEM Committee was formed as a standing committee of the college during the Fall Semester of 2011 as a mechanism to bring together campus resources to focus on issues of enrollment and student success. The purpose of the SEM Committee is to develop, implement, and maintain a Strategic Enrollment Plan as part of the college's overall planning and effectiveness effort.

Over the past 12 months, the committee has met regularly and learned about the principles of SEM, and has developed a SEM plan that is tied directly to the college's Strategic Plan. Beginning this fall, the Committee is beginning to shift its focus to evaluating the implementation

of various aspects of the plan, while still looking for opportunities to encourage and advocate for initiatives that can have a positive impact on student enrollment and success. The SEM committee recognizes the importance of the college's efforts under the Complete College Tennessee Act (CCTA), and includes many goals and objectives that support CCTA activities.

One of the goals of the Committee is to increase campus-wide awareness of and involvement in the principles of strategic enrollment management. Through a semi-annual newsletter and presentations at faculty/staff in-service events, we hope to communicate enrollment news, SEM principles, and opportunities for faculty/staff involvement in SEM activities. This first issue includes a

brief summary of SEM principles found in the enrollment management literature, a couple of highlights of activities that are already underway, and some general summary data for Fall semester enrollment.

The complete report of the SEM Committee, submitted in the Spring of 2012, is available online at

<http://www.clevelandstat.ecc.edu/content/uploads/pdf/CSCC-StrategicEnrollment-ManagementGoals-2012-2015.pdf>.

I encourage you to review the plan, and contact a member of the committee if you have questions or suggestions for future initiatives.

Michael Stokes,
SEM Committee
Chair

Strategic Enrollment Management Committee members:

Tony Bartolo, Director of Marketing and Public Relations

Suzanne Bayne, Admissions/Dual Enrollment Director

Sonia Calvin, Business Accountant

Brenda Disorbo, Director of Financial Aid

Dr. Denise King, Vice President for Academic Affairs

Nancy LaBine, Dean of Health and Wellness and Nursing

Barbara Nipper, Executive Secretary/Student Services (Committee Secretary)

Dr. Verrill Norwood, Assistant Professor of Chemistry (Faculty Senate Representative)

Marcia O'Connor, Director of Institutional Research and Effectiveness

Sinthea Reynolds, Coordinator of Student Accounts

Dr. Mitch Rhea, Dean of Math and Natural Science

Jason Sewell, Director of Student Relations

Dr. Michael Stokes, Vice President for Student Services (Committee Chair)

Patty Weaver, Director of Off-Campus Sites

Kimberly Wills, Staff Senate President

Mark Wilson, Director of the ACCESS Center

Sherra Witt, Dean of Business and Technology

Fred Wood, Interim Dean of Humanities and Social Sciences

Dr. Tommy Wright, Vice President for Finance and Administration

Did You Know?



- FALL ENROLLMENT SUMMARY: 3,640 Headcount and 2,466.87 FTE
- Increase in RODP students: 406 Headcount and 139.4 FTE
 - ⇒ Equals 11% of total HC and 5% of FTE
 - ⇒ Up 10% over fall 2011 and 12% FTE
 - ⇒ Up 17% HC and 18% FTE compared with fall 2009
 - ⇒ RODP enrollment has more than doubled since fall 2008
- Increase in Dual Enrollment: Up 4.9% over 2011 and 10% over 2008
- Recent high school grads—478 graduates enrolling at CSCC
 - ⇒ 8% more than 2011
 - ⇒ Up more than 19% compared with 2008!
- Twenty-five different recruiting events for fall 2013 have been held between September 1 and October 31
- The first class of Bradley Achieves includes 169 students, approximately 50% of whom have some or all of their tuition and fees paid for with a donation from the Jones Foundation to the CSCC Foundation.
- Number of completions for 2011-12: 527 certificates and 372 degrees.
 - ⇒ Certificates up 134% in one year and degrees up 4.8%
 - ⇒ Total awards up 179% since 2008 and degrees up 34% since 2008



First impressions are very important.

Customer Service

It only takes a moment. The receptionist at the doctor's office who asks about your day and seems genuinely interested. The waiter who thanks you for dining at your favorite restaurant – and calls you by name. Small, quick moments that pass by quickly, but make our experience more pleasurable because the effort shows we are valued.

Customer Service is in the details that make

daily processes quicker, easier, more efficient and more pleasant for everyone involved. At Cleveland State, Customer Service training is part of the strategic plan for enrollment management.

In preparation for Customer Service training across campus, we will be putting together a group to frame Cleveland State's vision for customer service. Staff Senate and Faculty Sen-

ate will be working together to identify common goals we can all strive for to improve our interactions with each other, our students, and the community. Please stay tuned for more information about creating our vision for excellence in customer service.

Kimberly Wills,
Staff Senate President

Upcoming NSAR sessions

New Student Advising & Registration sessions for Spring 2013

First-time freshmen who start in Spring receive information about our New Student Online Orientation beginning in mid-November. Students read and watch short videos in the online orientation about academic programs, CougarNet, campus resources, activities, and college policies. At the end of the orientation, they make a reservation for a “live” New Student Advising & Registration (NSAR) session.

Students will have 3 NSAR sessions to choose from for Spring: November 30, January 10 (Athens), and January 11.

Faculty and staff advisors assist students with career goals, academic planning, and course selection. Advisors also share information about college procedures such as checking the Financial Aid tab, reminders of payment deadlines, and

making photo IDs.

These activities are important to student success and therefore required for all first-time (degree or certificate seeking) students. Contact the ACCESS Center for more information.



Mark Wilson,
Director of the
ACCESS Center

Update on COHORTS

Beginning in 2013 spring semester, the Technology Department at CSCC is offering the **Electrical Maintenance Certificate in a cohort format**. These classes will be held on both the Cleveland and Athens campuses on Saturday mornings from 8:30 a.m. – 12:30 p.m. through summer semester.

Information sessions for this cohort program are being held on the main campus and the Athens site on the following dates:

| | | |
|--------------------|------------------|--------------------|
| Thursday, Nov. 29 | Friday, Nov. 30 | Saturday, Dec. 1 |
| 5:30 pm—7:30 pm | 3:00 pm—5:00 pm | 10:00 am—12 noon |
| Cleveland & Athens | Cleveland Campus | Cleveland & Athens |
| | Only | |

The Electrical Maintenance Certificate represents the next step for the College to provide Cohort/Fast Track offerings of programs.

Cele Curtis, Cohort Coordinator—Perkins Grant

New Advising Initiatives from Business/Technology and Math/Science

A big THANK YOU to the following academic departments/programs who are holding special advising sessions for students in their majors: Math/Science Division, Business Department, Art Majors, and Psychology Majors. Each of these areas has advertised special times for students to meet with their advisors to facilitate the advising and registration process for Spring Semester.