



CCCC Strategic Enrollment Management (SEM) Workflow

Description	Oversight	Responsibility	Data Source(s)	Timeline/Freq	Method	Rationale
Enrollment, Retention, Persistence, Completion						
Prospective Students Area High Schools (dual enrollment/early entry)	Dean Student Services; Academic Dean	Outreach/Communications Director; Registrar; Admissions; Faculty	Empower	Prior to start of each semester	Outreach activities to area high schools; promotion of programs; presence at career fairs and community events	Dual-enrollment and early entry from area high schools provide an important population of prospective students
Prospective Students Campus Activities (Extension/4H/Nature/Sunday/Art Academies, Camps)	Dean Student Services; Academic Dean; Land Grant Director; Faculty	Student Services; Academic Dean; Faculty; Land Grant Personnel; GFD	Participant Lists	As scheduled	Co-curricular assessment; follow and support GED completers attending CCCC	Campus activities for pre-college populations increases awareness of college offerings for prospective students
Marketing, Social Media (Website, FaceBook), Recruitment Events	Dean Student Services	Outreach/ Communications Director; Recruitment/Retention Committee; Student Services	Participants; social media hits	As scheduled	Regular refresh of marketing and social media tools; advertise recruitment events; promotion of programs; presence at career fairs and community events	Increasing awareness of college programming and courses will increase enrollment
Registration Events	Dean Student Services; Academic Dean	Outreach/Communications Director; Admissions; Advisors; Faculty	Participants; enrollment from registration events	Prior to start of each	Advertise registration events; assess and adjust event planning	Events designed to streamline the application and registration processes increase likelihood of enrollment
Enrollment Trends	Dean of Administration; Institutional Data Manager	Institutional Data Manager; 3D Committee	CCCC Profile and data dashboard; enrollment trends	Each semester	Dissaggregation of enrollment trend data	Understand student population to maximize student supports
Outreach and Recruitment Plan	Dean of Student Services	Outreach and Communications Director; Retention Committee; Student Services	CCCC SEM Plan enrollment trends; Empower	Each semester	Assessment of outreach and recruitment strategies	Understand student population and community needs to maximize enrollment
Retention/Persistence Trends	Dean of Administration; Institutional Data Manager	Institutional Data Manager; 3D Committee	CCCC SEM Plan, profile and data dashboard; retention/persistence trends; IPEDS, AIMS	Each semester; annually for IPEDS, AIMS	Dissaggregation of retention and persistence data	Understand student population, stop outs, and readmits to maximize student supports
Student Success Key Performance Indicators (KPIs)	Dean of Administration; Institutional Data Manager	Institutional Data Manager; 3D Committee	CCCC SEM plan KPIs	Annually	Assessment of student success outcomes	Understand gaps in student subpopulations in order to mitigate factors affecting student success
Graduation Rates	Dean of Administration; Institutional Data Manager	Institutional Data Manager; 3D Committee	CCCC SEM Plan; IPEDS; AIMS	Annually	Assessment of graduation rates and targets	Determine if supports for student enrollment, retention and persistence translate to increased completion
Career, Transfer, Terminal Degree Completion						
Career Center Services	Dean of Student Services	CAT Specialist; Registrar	Data from Registrar on intent to transfer	Each semester	Career and transfer workshops; developing transfer liaisons and assist with transfer application and process	Providing career and transfer services to students may increase post-completion outcomes
Transfer Rates	Dean of Administration; Institutional Data Manager	Institutional Data Manager; 3D Committee	CCCC SEM Plan transfer indicators; NSCH; IPEDS;	Annually	Assessment of transfer rates and targets	Providing career and transfer services to students may have a positive effect on post-completion outcomes
Terminal Degree Completion	Dean of Administration; Institutional Data Manager	Institutional Data Manager; 3D Committee	CCCC SEM Plan terminal degree completion indicators; NSCH; IPEDS; AIMS	Annually	Assessment of terminal degree completion and targets	Establishing agreements with 4-year institutions and providing transfer services will ease transfer processes and increase terminal degree completion
Post-Completion Employment	Dean of Student Services	CAT Specialist	Alumni survey; program faculty	On-going	Determine employment status of graduates through means currently available	Understand where graduates are finding employment to inform college programming and services
Alumni Relations						
Alumni Tracking	Institutional Data Manager	Institutional Data Manager; Registrar; CAT Specialist	Alumni tracking documents	On-going	Updates to alumni tracking documents as info is obtained	Determine if college programming is contributing to alumni success
Alumni Survey	Dean of Administration; Dean Student Services	CAT Specialist	Alumni Survey results	On-going	Updates to alumni tracking documents as info is obtained	Use surveys to obtain information on alumni post-completion outcomes
Alumni Events	Dean of Student Services	CAT Specialist, Student Services	Participant Lists	As scheduled	Events to engage alumni with students and promote the college as an alumni gathering place	Encourage alumni as a resource for encouraging positive student outcomes and creating awareness of college opportunities and success
Campus and Community Engagement						
Student Activities and Clubs	Dean of Student Services; Academic Dean	Administration, staff, faculty, and students; Assessment Committee	Participant Lists	As scheduled	Co-curricular Assessment	Use student activities and clubs to engage students and create belonging as a means for improving student retention, persistence, completion, and success
Student Events	Dean of Student Services	Administration, staff, faculty, and students; Assessment Committee	Participant Lists	As scheduled	Co-curricular Assessment	Use student events as a resource for improving student retention, persistence, completion, and success
Community Events	Dean of Student Services; Academic Dean, Dean of Administration, Land Grant Director	Administration, staff, faculty, and students; Assessment Committee	Participant Lists	As scheduled	Co-curricular Assessment	Use community events as a resource for encouraging enrollment and creating awareness of college opportunities and success
CEU Planning and Offerings	Dean of Student Services; Academic Dean; Registrar	Dean of Student Services; Academic Dean; Registrar		Planning stage		
Education Center	President	Academic Dean; Art, Indigenous Studies, and Dakota Language faculty		Planning stage		
SEM Team (3D Committee)						
SEM Plan	Dean of Administration; Institutional Data Manager	3D Committee	Institutional data files; surveys; program, course, co-curricular assessments	Annually	Review, update data elements and narratives as changes occur	Adjust plan annually to reflect changing needs
SEM Workflow	Dean of Administration; Institutional Data Manager	3D Committee	CCCC SEM Plan	Annually	Update as SEM plan changes occur	Adjust plan annually to reflect changing needs