

Strategic Enrollment Management

What is SEM?

Strategic Enrollment Management (SEM) focuses on what is best for students and how to ensure their success through strategic course offerings and student support services. It is an evidence-based systematic approach to scheduling courses and supporting students in achieving their educational goals in a timely manner.

Scheduling Guiding Principles

- Consider student needs first.
- Base time offerings (i.e., afternoon, evening, weekend, online, etc.) on student need.
- Use data to inform the development of the schedule: course cancellation history, average enrollments, efficiency data, student education plans, counseling and faculty input based on student needs, course success research (e.g.: short-term and late start classes), etc.
- Schedule within time blocks.
- Create a balance of face-to-face and online options so that students can complete programs in either instructional method format.
- Reduce redundancy of general education classes at the same times and days.
- Schedule classes that are aligned with the Career and Academic Pathways.
- Follow course rotation plan Matrix (scheduling).
- Consider special groups with specific scheduling needs (e.g.: veterans, EOPS, etc.).