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
- Use student demand information
- Use data to inform the development of the schedule: use course cancellation history, average enrollments, efficiency data, course success research (e.g.: short-term classes)
- Commit to scheduling within time blocks
- Consider special groups with specific scheduling needs (e.g.: veterans, etc.)
- Create a balance of face-to-face and online options
- Reduce redundancy of general education classes at the same times and days
- Schedule classes that are aligned with the Career and Academic Pathways
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