

Strategic Enrollment Management

What does it all mean? Why does it matter?

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How's Shasta College doing on our SEM adventure so far?

Overview



- Resources
- What is SEM?
- Why SEM Matters?
- FTES and Trends
- Nine Core Competencies
- Questions

Additional Resources

- CCCCO Vision Resource Center: CCC CoP | Strategic Enrollment Management Community of Practice
- [SEM Resource Guides](#)
- <https://datavista.cccco.edu/>

What is Strategic Enrollment Management (SEM)

- **Collegewide Approach:** Brings together instruction, student services, marketing, and administration to recruit, retain, and support students in achieving their goals.
- **Data-Informed & Equity-Centered:** Aligns recruitment, enrollment, retention, and completion with student needs, institutional mission, and fiscal sustainability.
- **Reframed Focus:** Moves from isolated enrollment efforts to continuous, data-informed planning with shared ownership across all areas of the college.
- **CCC Context:** Connects enrollment planning to CCCCO Vision 2030, Guided Pathways, and the Student Centered Funding Formula.

Why SEM Matters to Shasta College

The Shasta College Enrollment Management Plan organizes SEM around four student-centered goals that support the College's recovery following pandemic-related enrollment declines.

1. **Seek:** Reach new and returning learners through coordinated outreach and simplified matriculation processes
2. **Guide:** Help students enter clear pathways with structured onboarding and education planning
3. **Keep:** Ensure students stay on their path with proactive supports and innovative teaching
4. **Complete:** Support timely completion and transition to employment or transfer



Which of these reasons for focusing on SEM feels most urgent for Shasta College right now?

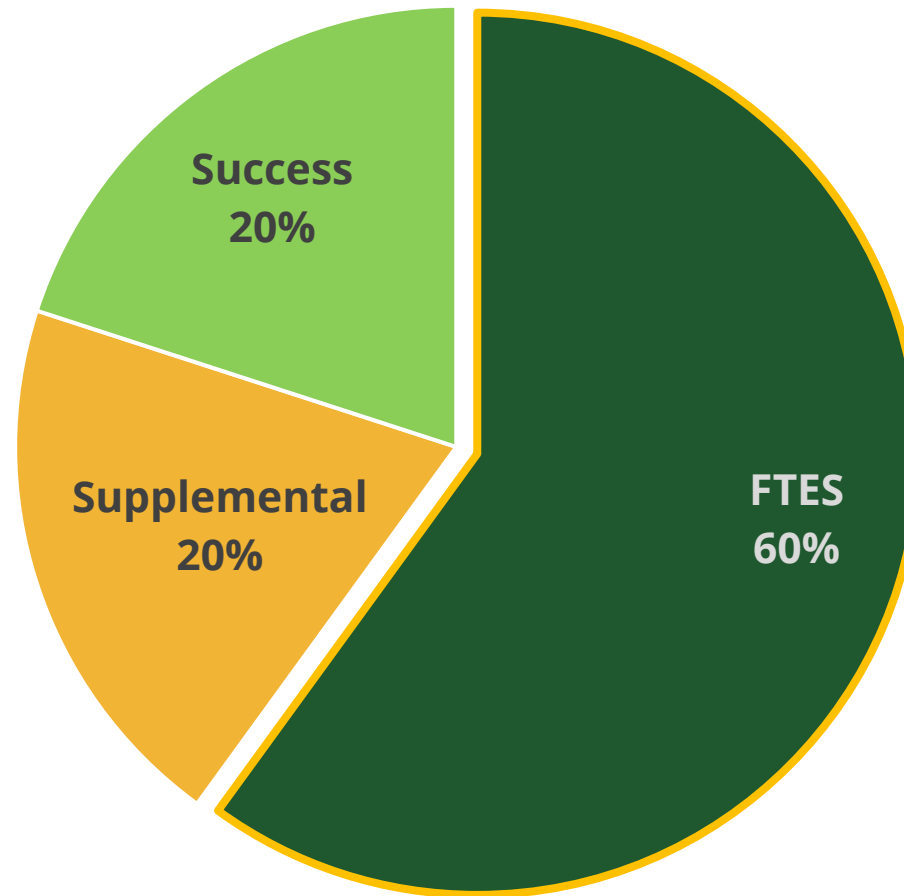
FTES and Trends

Why should we care about FTES?

Why?

Fulltime Equivalent Student (FTES) represents the largest portion of the Student Centered Funding Formula (SCFF)

Proportions of SCFF Elements



What is an FTES?

The basics:

Fulltime Equivalent Student (FTES) was established in 1988 to provide a standardized “workload measure” for college funding.

The basic formula to calculate FTES:

$$\text{FTES} = \text{Total Student Contact Hours (TSCCH)} / 525$$

$$\text{2024-25 value of 1 FTES} = \$5,294.42^*$$

Source: 2019 IEPI SEM Resource Guide: *Understanding and Calculating FTES and Efficiency*

*Represents the value of credit students-Source: CCC 2024-25 First Principle Statewide Totals Exhibit C

What is an FTES?

To Summarize:

A Single FTES Represents

- A student or group of students
- Attending 15 hours per week
- For two semesters of 17.5 weeks
- For a total of 525 Contact Hours

Total FTES by Academic Year

Shasta College is recovering from the FTES decline resulting from the pandemic.



Source: Datamart

■ FTES — Average

Nine Core Components of SEM

Core Component 1

Leadership & Governance

Establish clear structures & roles that bring all divisions into SEM planning and decision-making.

Key Practices:

- Create a cross-functional SEM Steering Committee that includes representation from instruction, student services, IR, marketing, and fiscal services.
- Designate an executive sponsor to ensure SEM priorities align with the college's mission and budget.
- Embed SEM goals into existing shared governance processes (Program Review, EMP, budget planning).

Connection to Student Success: Cross-division collaboration ensures that course offerings, supports, and outreach efforts align with real student needs.

Core Component 2

Data-Informed Decision-Making

Use actionable, disaggregated data to inform all SEM decisions from schedule development to marketing.

Key Practices:

- Conduct enrollment pipeline analyses (application → registration → persistence → completion).
- Use locally developed data tools and DataVista metrics to track FTES, retention, and equity gaps.
- Monitor productivity, fill rates, and course cancellations to align offerings with demand.

Connection to Student Success: Data transparency builds shared understanding of where the college is doing well and where interventions are needed to remove barriers.

Core Component 3

Recruitment & Outreach

Strategically attracting and enrolling students whose goals align with the college's programs and services.

Key Practices:

- Develop pathway-based marketing campaigns.
- Partner with K-12, adult education, and community organizations to reach underserved populations.
- Simplify and clarify the application and onboarding process.

Connection to Student Success: Targeted outreach ensures equitable access and brings in students who are more likely to persist and succeed.

Core Component 4

Onboarding & Enrollment

Design intentional processes that help students transition smoothly from prospect to successful first-term enrollee.

Key Practices:

- Offer proactive support: application workshops, orientation, counseling, and registration assistance.
- Use technology (CRM, student portals) to communicate clearly and consistently.
- Ensure all students have access to an educational plan before classes begin.

Connection to Student Success: Effective onboarding reduces “melt” and sets the foundation for persistence.

Core Component 5

Scheduling & Curriculum Alignment

Align course offerings, sequencing, & modality with student demand & completion pathways.

Key Practices:

- Use data from program maps, historical demand, & student schedules to design class times & modalities that fit student needs.
- Incorporate Guided Pathways mapping to identify bottlenecks & ensure key gateway courses are available.
- Review fill rates & productivity to maximize FTES efficiency.

Connection to Student Success: Thoughtful scheduling helps students stay on track and complete on time.

Core Component 6

Retention, Persistence, & Student Success Strategies

Support enrolled students to stay, persist, & complete their programs.

Key Practices:

- Coordinate academic & student support (tutoring, early alert, counseling, basic needs).
- Identify & address equity gaps in course success & persistence.
- Use learning communities, cohort models, & intrusive advising to sustain momentum.

Connection to Student Success: Retention strategies ensure that recruitment investments pay off & that every student has the supports to finish what they start.

Core Component 7

Fiscal Strategy & Resource Alignment

Ensure SEM goals are financially sustainable & align with the college's fiscal realities.

Key Practices:

- Integrate FTES & revenue analysis into enrollment planning.
- Use scenario modeling to project how enrollment changes affect the budget.
- Allocate resources to SEM priorities with measurable return on investment (ROI).

Connection to Student Success: Stable finances allow the college to maintain programs, supports, and staffing that directly benefit students.

Core Component 8

Continuous Improvement & Evaluation

Treat SEM as an ongoing, data-informed cycle rather than a one-time plan.

Key Practices:

- Conduct annual SEM progress reviews tied to institutional effectiveness reports.
- Use pilot projects to test new approaches, evaluate, & scale successful ones.
- Regularly update SEM goals based on environmental scans & data trends.

Connection to Student Success: Continuous reflection ensures SEM remains responsive to changing student needs, community trends, & equity goals.

Core Component 9

Equity & Inclusion

Embed equity into every SEM component, from recruitment to completion.

Key Practices:

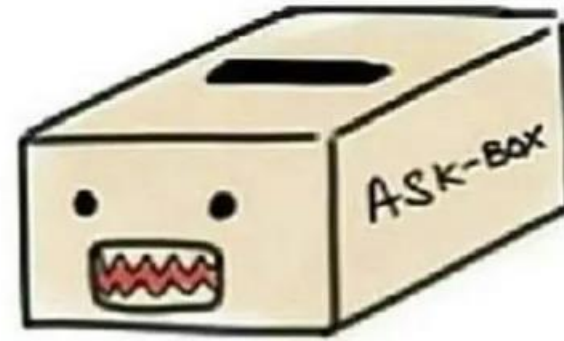
- Use disaggregated data to identify gaps in access, retention, & success.
- Ensure that SEM strategies are designed with equity impact in mind.
- Engage diverse voices (students, staff, faculty) in SEM planning & assessment.

Connection to Student Success: Ensures that growth in enrollment & completion benefits all student groups equitably, advancing Vision 2030 and Student Centered Funding Formula goals.



Which SEM components do you think have the greatest opportunity to impact Shasta College's SEM efforts?

Questions?



NOW ACCEPTING

RANDOM QUESTIONS

ODD QUESTIONS

CREEPY QUESTIONS

ANY KIND OF ASK :)