

Strategic Enrollment Management (SEM) Committee

The Strategic Enrollment Management Committee is tasked with developing a plan to achieve CSUCI's optimum enrollment by focusing on what will best serve student needs (prospective and enrolled) and support their educational attainment. Specifically, the committee will devise a plan to articulate how the university will market, brand, recruit, serve, retain, and graduate a diverse student population over the next ten years. This multiyear roadmap will generate intentional, strategic, and measurable goals that can be regularly monitored and evaluated.

Student Recruitment Subcommittee

The Student Recruitment Subcommittee is charged with (a) establishing strategic objectives to meet short- and long-range enrollment targets, (b) recommending recruitment programs and resources that are effective, achievable, and measurable, and (c) proposing ways to reduce institutional barriers to the recruitment and enrollment of prospective and admitted students. Among the range of possible recommendations, members will consider alternative course formats, mix of academic programs based on demand, financial aid and scholarships, student quality factors, demographic mix (overall and by program), percentage of first-time freshmen enrolling from CSUCI's service area, and academic programs needed to support the occupational trends in the local service area.

Marketing & Branding Subcommittee

The Marketing, Branding, and Communication Subcommittee is charged with establishing strategic objectives to (a) escalate the university's stature and brand identity in select markets, (b) establish common themes and language appropriate to reach targeted prospective and enrolled students, (c) enhance technological platforms (e.g., website and webpages) that are more engaging and helpful to prospective, admitted, and enrolled students, and (d) convey—in an assertive, consistent, and persuasive manner—the value-added experience of a CSUCI education and why it is worth the investment of time and money.

Student Experience Subcommittee

The Student Experience Subcommittee is charged with establishing strategic objectives to enhance student-centered academic and administrative support and resulting in (a) improved retention rates for freshmen and transfer students and persistence-to-graduation rates (4-, 5- and 6-years); (b) elevated student success measures including career and graduate school outcomes, student satisfaction rates with their overall university experience, etc.; and (c) reduced institutional barriers to continuing enrollment.