



Participate | Collaborate | Innovate

## SEM Academy 2018 Proposed Agenda

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### Day One

#### 8:30 am – 9:30 am

- Welcome and Introductions
- Getting to Know Your Coach

#### 9:30 am – 10:30 pm

Overview of SEM: What makes strategic enrollment management strategic?

#### 10:30 – 10:45 Break

#### 10:45 am – 12:15 pm

- Update on New State Budget Model
- Connecting the Proverbial Dots: Connecting SEM with Guided Pathways

#### 12:15-1:15 Lunch

#### 1:15 pm – 2:45 pm

- Team Work Session #1: Operationalizing SEM and Clarifying the SEM Project

#### 3:00 – 3:50

- Deep Dive into SEM - Concurrent Session #1
  - a. A Roadmap for SEM Planning
  - b. High Impact Success/Retention/Persistence Practices
  - c. Developing and Managing a Schedule

#### 4:00 – 4:50

- Deep Dive into SEM - Concurrent Session #2
  - a. Calculating & Understanding FTES & Productivity
  - b. Targeted Marketing
  - c. Data Tools and Metrics for SEM

#### 5:30-7:00

- A Taste of SEM



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### **Day Two**

#### **9:00 -10:00**

Keynote: Change Leadership & SEM

#### **10:15 – 11:05**

- Deep Dive into SEM - Concurrent Session #1
  - a. A Roadmap for SEM Planning
  - b. High Impact Success/Retention/Persistence Practices
  - c. Developing and Managing a Schedule

#### **11:15 – 12:05**

- Deep Dive into SEM - Concurrent Session #2
  - a. Calculating & Understanding FTES & Productivity
  - b. Targeted Marketing
  - c. Data Tools and Metrics for SEM

#### **12:15-1:00**

Lunch

#### **1:00-3:00**

- Team Work Session #2: Developing the SEM Project Plan

#### **3:00-4:00**

Next Steps