University of North Dakota
Strategic Enrollment Management

Minutes
November 12, 2015
2:00 – 3:00 PM | Memorial Union, Medora Room

A meeting of the Strategic Enrollment Management Committee was held on November 12, 2015 in the Medora Room of the Memorial Union. Lisa Burger presided. Members present included Beth Bjerke, Matt Cavalli, Taylor Nelson, Pat O’Neill, Karyn Plumm, Ken Ruit and Jason Trainer.

1. Welcome and approval of minutes
   a. The minutes from November 5, 2015 were approved.
      i. A line was added to the minutes indicating that the SEM priorities agenda item was not discussed.

   a. The Committee discussed feedback and provided suggestions on possible revisions to the draft policy.
   b. Marci Mack from the Registrar’s Office will be invited to the next SEM meeting.

   Desired outcome – approval to move forward

3. Credit requirement [Lisa Burger, Steve Light, Taylor Nelson]
   a. The Committee discussed the data that would be needed to consider a change in the credit requirement for undergraduate students.
   b. Considerations such as how many programs would be impacted and State Board of Higher Education policy were also discussed.

4. Data update [Lori Lindenberg]
   a. Fall enrollment “dashboard” by college/school
   b. Discussion – what data is needed in units? What questions need answers?
      i. How many credits does the average student graduate with?

   Desired outcome – priorities for Lori

5. SEM Priorities
   a. Continue discussion of three main priority options
      i. Systems coordination & training –
         1. This includes Starfish, PAR, and ImageNow.
         2. Should midterm grades be reported with Starfish?
ii. Targeted student populations – looking at online students, transfer students
iii. Advising – enhancing advising on campus.
   1. The Committee can look at the advising process.
iv. “Special projects” – one-time, low-hanging fruit to pick
   1. Examples of possible “special projects” include:
      a. Transfer student admissions, and how we communicate with transfer students.
      b. Advance placement courses and dual credit.
      c. Holistic review of students who come to UND and who don’t meet admissions criteria.

Desired outcome – finalize priorities to create roadmap for action steps

6. Next Meeting
   a. Thursday, December 3, 2:00 – 3:00 PM, Memorial Union – Medora Room