

The logo graphic for Cal Poly Pomona is a large, stylized arrow pointing to the right. It is composed of several overlapping triangular and quadrilateral shapes in shades of blue, green, and yellow. The text 'Cal Poly Pomona' is positioned to the left of the arrow.

Cal Poly
Pomona

Provost's Report to the Academic Senate

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Provost & Vice President for Academic Affairs

Wednesday, December 4, 2019

Strategic Enrollment Management (SEM)

*“Strategic Enrollment Management (SEM) is a comprehensive process designed to help an institution achieve and maintain the optimum recruitment, retention, and graduation rates of students where ‘optimum’ is defined within the academic context of the institution. As such, **SEM is an institution-wide process that embraces virtually every aspect of an institution’s function and culture.**”*

Michael Dolence, 1993.

Capacity

Enrollment & Student Success

Public View

External

Data

Financial



Overarching Questions

- How do we shape the profile of our student body?
- What will differentiate our programs?
- How do we assess our capacity for serving students?
- Which programs have the capacity to grow?
- Where do we need to create or increase capacity in anticipation of workforce needs?
- What internal and external drivers and pressures must we consider?
- What resources are needed for building capacity? (e.g., faculty, staff, instructional space, equipment, advisors, parking, etc.)
- How do we prepare our students for the future of work?

Proposed SEM Planning Timeline

