

From: [Provost Mike Licari](#)
To: [Employee Distribution List](#)
Subject: Enrollment Management update
Date: Friday, September 28, 2018 9:49:07 AM

Dear colleagues,

The Strategic Enrollment Management (SEM) Council has been formed and held a kick-off meeting on Sept. 14. President Curtis and I attended the kick-off meeting to identify both opportunities and challenges that are currently being faced related to enrollment. We also spoke of the importance of engaging the entire university community in a comprehensive, long term and successful enrollment effort.

The first of regularly scheduled weekly meetings was then held Sept. 21 led by Interim Vice Provost Steve Neiheisel. The expectation is that this group will provide input from and serve as communication links to their respective units and divisions.

Key roles for the group include:

- defining and leading the enrollment initiatives
- facilitating campus engagement
- planning for future cycles/developing a long term (four-year) plan

The council, along with the academic deans and with support from Institutional Research, will also assist in the development of additional enrollment reporting and analytic tools to assist in forecasting/projecting future enrollment. In addition, they will monitor on-going enrollment (both admissions and registration) activities.

The work of the council will be shared with the university community in a variety of ways as appropriate and needed. This includes through the individual members as well as through existing organizational groups such as Faculty Senate, Staff Council, colleges and administrative units.

Please direct any questions to Steve Neiheisel.

Strategic Enrollment Management Council members:

- Steve Neiheisel, Vice Provost Strategic Enrollment Management (chair)
- Denise Collins, Dean College of Graduate & Professional Studies
- Tim Hawkins, Chair of Faculty Senate
- April Hay, Registrar
- Melissa Hughes, Admissions Executive Director
- Amanda Knerr, Executive Director for Res Life and Housing
- Patty McClintock, Institutional Research Director
- Chris McGrew, Center Global Engagement Director
- Linda Maule, Dean University College
- Andy Morgan, Dean of Students
- Santhana Naidu, Associate VP and Chief Marketing Officer
- Samantha Penney, Extended Learning Interim Director
- Joshua Powers, Executive Director Student Success Innovation
- Donna Simmonds, Student Financial Aid Director
- Brien Smith, Dean Scott College of Business
- Richard Toomey, Associate VP Enrollment Management
- Sarah Wurtz, Scholarship Director
- Lynn Larimer, Vice Provost's Assistant

Thanks for all you do,

Mike