



Update on Strategic Enrollment Management

President Eanes

April 21, 2026

What is SEM?

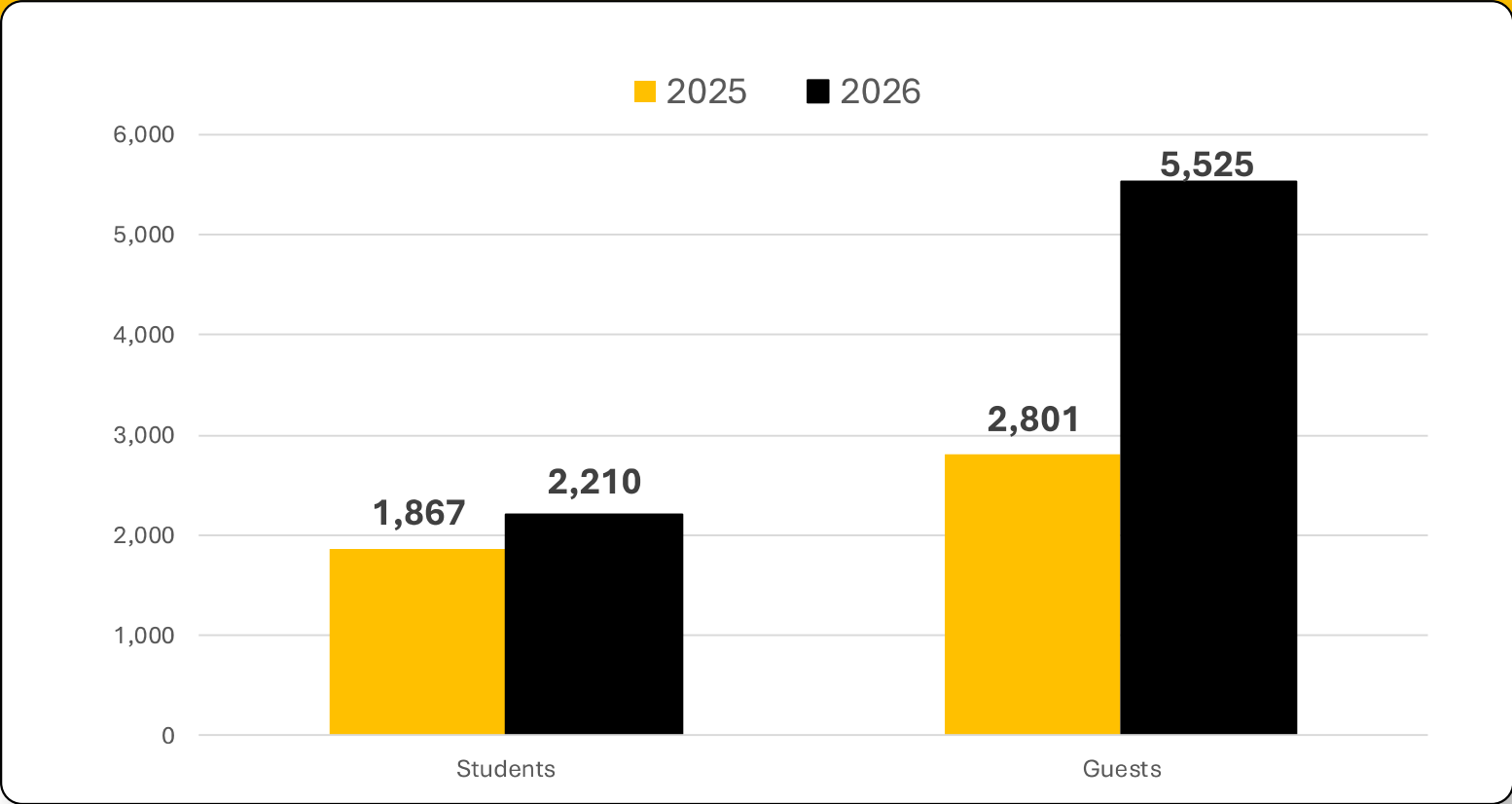
A comprehensive, institution-wide strategy to optimize recruitment, retention, and graduation.

- Aligns enrollment goals with the institution's mission, capacity, and resources.
- A shared responsibility across campus, including admissions, financial aid, student services, and academic planning.
- Guided by research, evaluation, and data to ensure that strategies impact enrollment and student success.
- Focused on the full student lifecycle: college choice, transition, and persistence.
- Long-term and strategic, requiring continuous planning, collaboration, and institutional commitment.

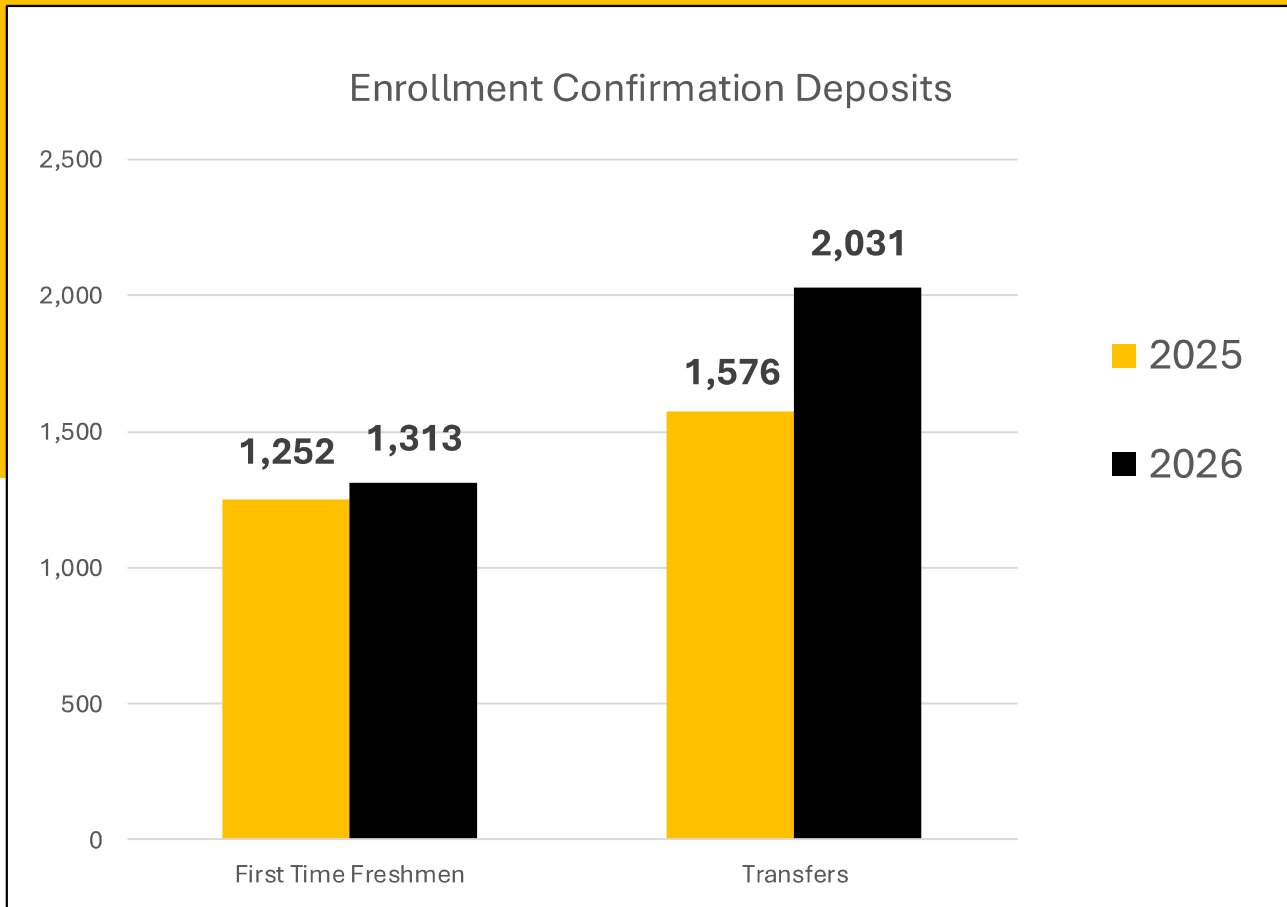
Alignment with CSU System SEM Vision

- The SEM Framework commits to meeting learners where they are – from first point of contact through completion and beyond.
 - So that they can find clear entry points into and through the CSU, progress toward degree completion, a first career or graduate study, and remain connected as CSU students for life
 - Prepared not only to contribute to California's workforce and economy, but to lead meaningful lives as engaged, informed, and successful individuals.

Current Enrollment – Preview Day



Current Enrollment



Undergraduate Applications Submitted

	FTF	Transfer
2025	35,668	12,669
2026	35,621	14,535
	-.13%	+14.7%

2026 Applications In-Progress
9,391

Talent Development

Admissions

Total: 5

- Admissions Experience Lead
- Admissions Specialist
- Applicant Services Rep
- Evaluator I
- Evaluator II

Registrar's Office

Total: 12

- Registrar (2)
- Graduation Evaluators (4)
- Transfer Credit Evaluators (2)
- Catalog & Schedule Coordinators (2)
- Systems Analyst (1)
- Fiscal Analyst (1)

Financial Aid

Total: 5

- Associate Director (1)
- Advising Coordinators (2)
- Pell Coordinators (2)

Outreach

Total: 2

- Regional Recruitment Specialist (1)
- Recruitment Specialist (1)

Enrollment Management Taskforce (EMT)

Membership

Co-Chairs

VP Patrick Day & Jessica DeShazo

Admin and Finance – Claudio Lindow

Human Resources – Terri Tibbs

Academic Affairs – Heather Lattimer

Student Affairs – Vince Lopez

President's Office – Victor Rojas

Institutional Research – TBD

Communication – Erik Hollins

Support – Paige Diggs

Charge

- Develop a detailed plan to establish and organize the Division of Enrollment Management
- Recommend SEM Structure and operating framework
- Guiding principles, best practices, implementation roadmap

Timeline

August 2026: Two-day kickoff retreat.

Sept - Oct: Weekly meetings over six weeks.

Targeted Recruitment and Persistence

- Enrollment/institutional marketing
- Innovative academic programs and program delivery
- Partnerships with secondary districts and community colleges
- Alignment around student success after matriculation
- Investment in SEM infrastructure.

Bold and Innovative Thinking

- SDSU Data Infrastructure
 - Predictive Analytics & Data Dashboards
- Temple University “Temple Made” Marketing Campaign
- Florida Atlantic University ending unpaid internships
 - Launched President’s Internship Program, offering paid experiential learning opportunities for FAU students
- University of Cincinnati record enrollment through:
 - Expansion of online learning
 - College credit, plus allowing high school juniors and seniors to take courses at UC
 - Increased enrollment at branch campuses
- Montclair State University achieved largest enrollment ever through:
 - Red Hawk Advantage strategic financial aid and free tuition program
 - Increasing online degree programs



Questions?