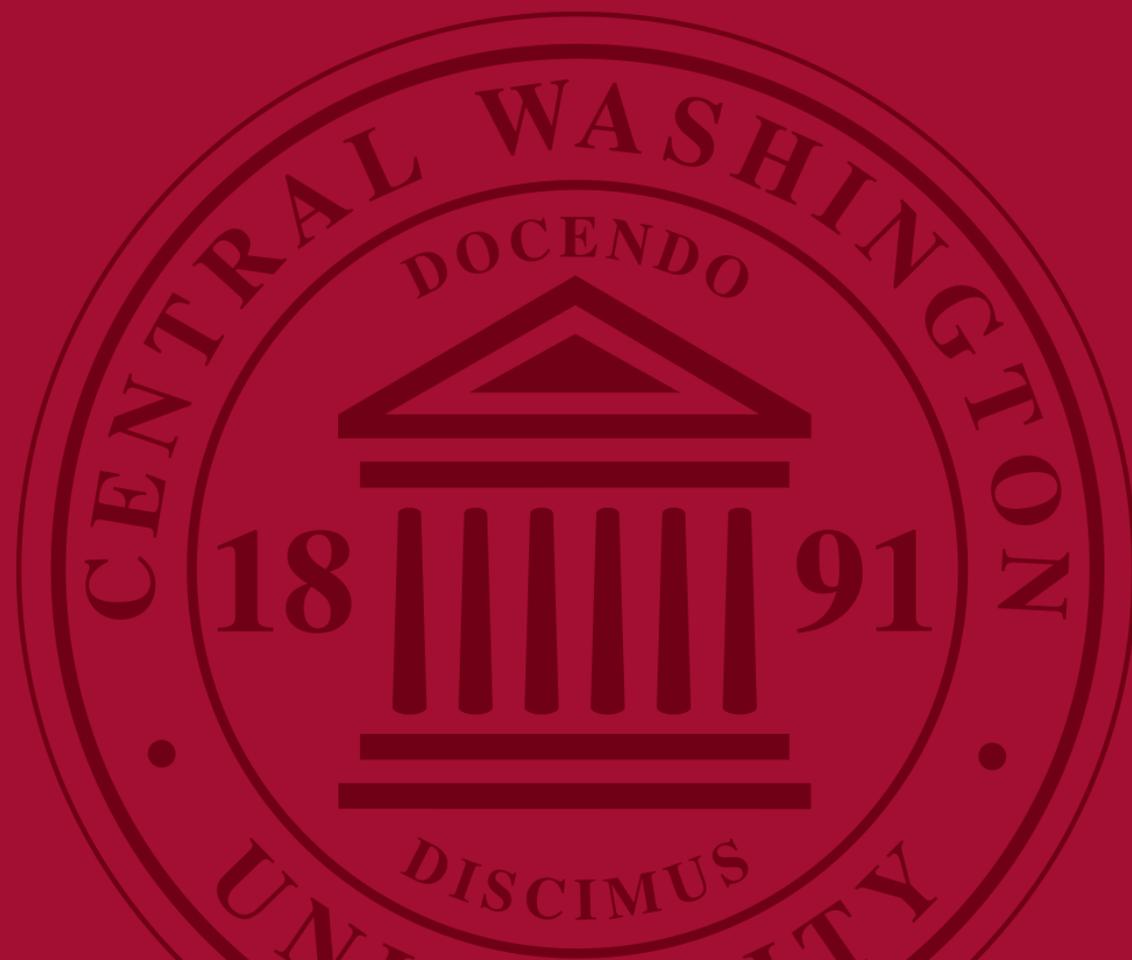
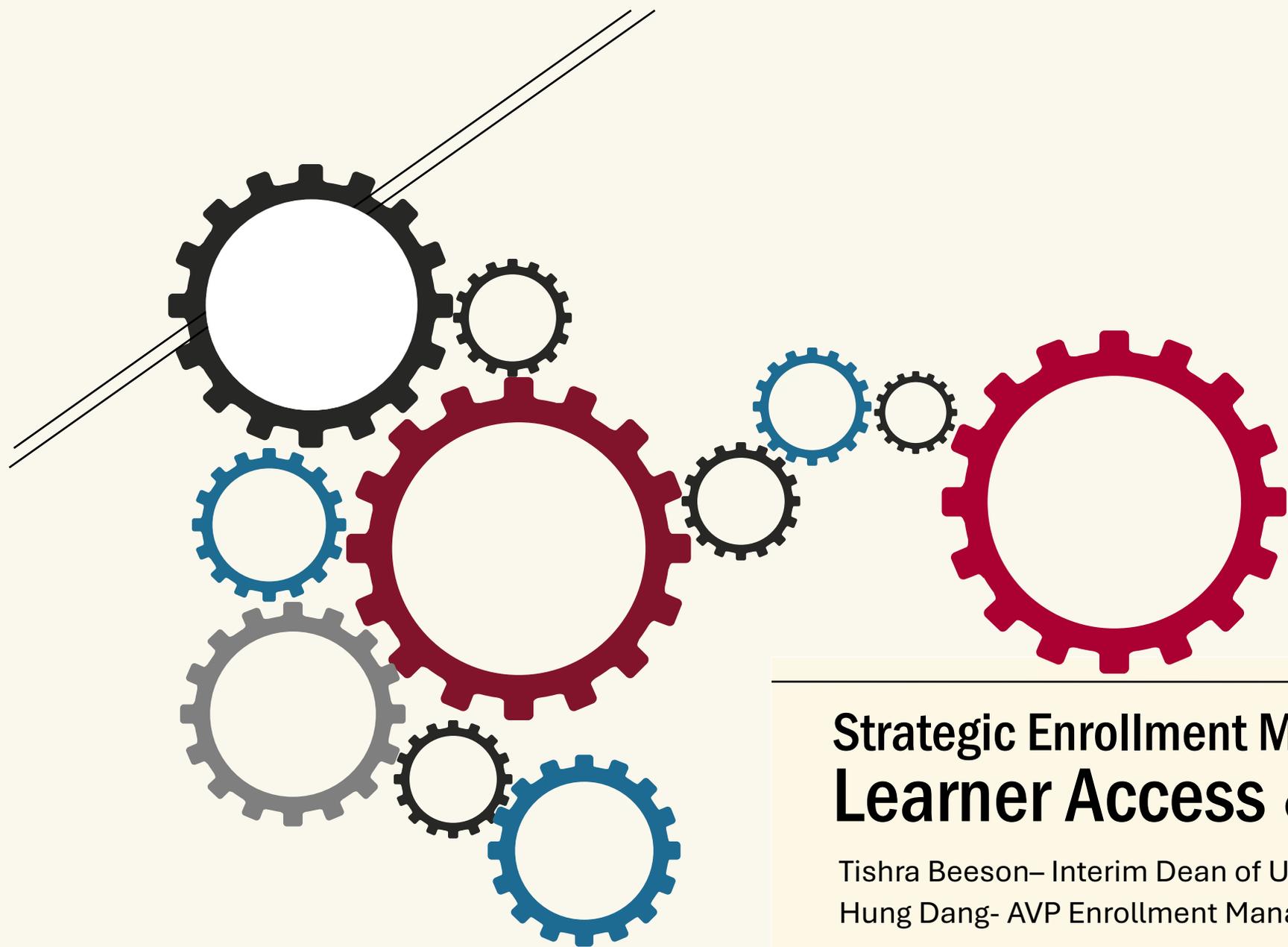


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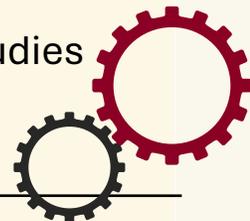


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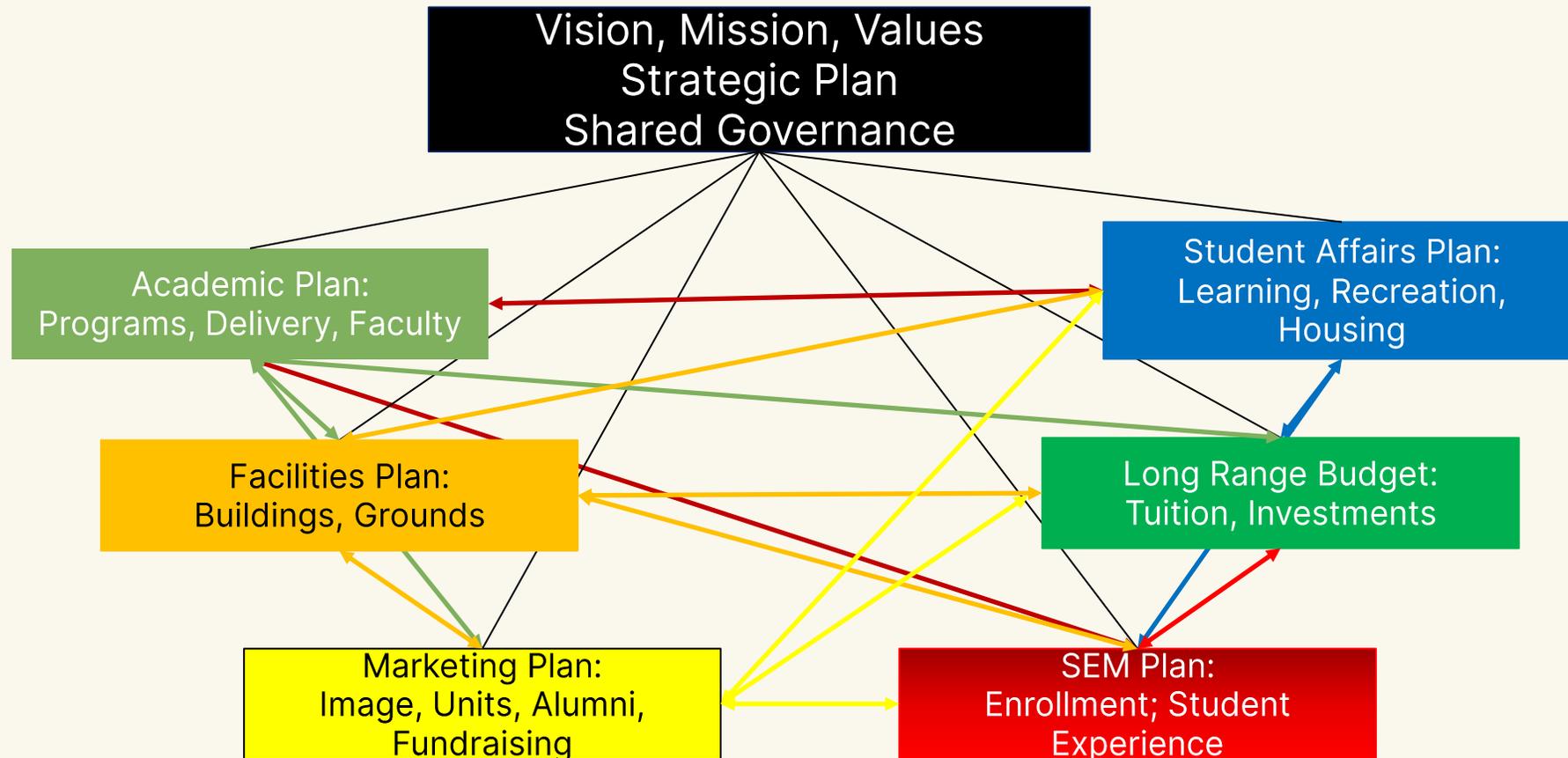
# Strategic Enrollment Management Learner Access & Success

Tishra Beeson– Interim Dean of Undergraduate Studies  
Hung Dang- AVP Enrollment Management

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# STRATEGIC ENROLLMENT MANAGEMENT (SEM) AS A LINKED STRATEGIC PLAN



# SEM STEERING COMMITTEE

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**Faiza Khoja**

Dean of Business College  
*committee co-chair*

**Hung Dang**

AVP Enrollment Management  
*committee co-chair*

**Christina Torres Garcia**

Associate Professor, Director of Latino & Latin  
American Studies Program

**Kurt Kirstein**

Associate Provost

**Tishra Beeson**

Interim Dean of Undergraduate Studies

**Arturo Torres**

University Registrar

**Jason Jones**

Institutional Research

**Emilie Hobert**

AVP Marketing and Communications

**Ruben Cardenas**

Interim AVP of Student Success and Engagement

**Kelsey Haney**

Interim Director of Financial Aid and Scholarships

**Laura Miyatake**

Director of Admissions—Recruitment

**Megan McConnell**

Transfer Center Director

**Pam McMullin-Messier**

Professor, Sociology

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# SEM PLANNING DEVELOPMENT TIMELINE



# SEM PLAN SUMMARY

## Enrollment

- Grow CWU Enrollment to 10,000

## Retention & Graduation

- Improve Retention and Graduation Rates

## Student Experience & Engagement

- Provide opportunities where every learner can thrive and grow in supportive environment

# YOUR PARTICIPATION TODAY

- Review and discuss each SEM Goal with Strategies
- Develop tactics to help engage SEM strategies and achieve SEM goals
- Consider your role in tactic development & implementation



# ROUNDTABLE DISCUSSIONS

- Timekeeper
- Notetaker
- Facilitator
- Please choose someone at your table for each of these roles.

# SEM PLAN: LEARNER ACCESS AND SUCCESS GOALS

## GOAL 1

Grow total new first-time in college (FTIC) and new transfer student headcount from 2469 to 3050 through 2030.

## STRATEGY

- A. Increase FTIC student enrollment from 1,619 in Fall 2024 to 2,000 in Fall 2030.
- B. Increase new transfer student enrollment from 850 in Fall 2024 to 1050 in Fall 2030.
- C. Increase new undergraduate student enrollment from Yakima, Tri-Cities and surrounding counties.

TACTICS – Your contributions!

# SCENARIO

## *Malia*

- *Rising Senior, First in Family/First Gen*
- *3.3 GPA and history of Dual Credit enrollment*
- *Priorities include staying close to home and financing college*
- *Concerns about the value of higher education relative to cost of tuition and feeling welcome in a new environment*



# SEM PLAN: LEARNER ACCESS AND SUCCESS GOALS

## GOAL 2

Improve the first-time in college (FTIC) undergraduate fall-to-fall retention rate from 70% to 78% by 2030.

*“We cannot get students to the finish line unless they have a good start.”*

## STRATEGY

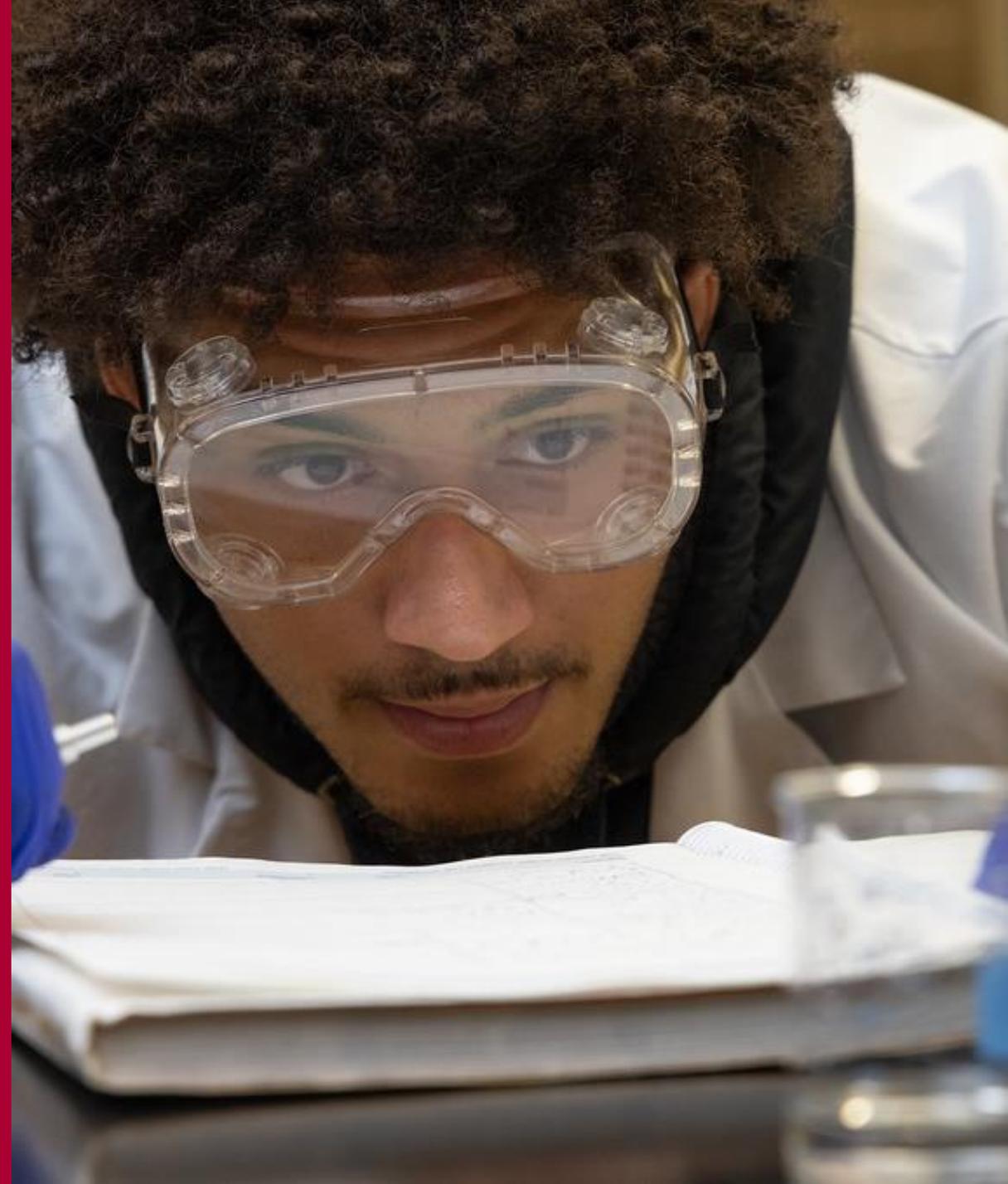
- A. Lower the DFW rate for gateway undergraduate courses through additional academic support.
- B. Reduce the number of students placed on academic probation each term.
- C. Improve persistence rates from term to term.

**TACTICS – Your contributions!**

# SCENARIO

## *Alex*

- *First year student at CWU*
- *Struggling to maintain balance between employment and good academic standing*
- *Good relationship with faculty & feels supported by family*
- *Financial aid status in question*



# SEM PLAN: LEARNER ACCESS AND SUCCESS GOALS

## GOAL 3

Improve the fall-to-fall retention rate for direct transfer agreement (DTA) transfer students from 91% to 93% and for non-DTA transfer students from 75% to 83% by 2030.

## STRATEGY

- A. Improve retention rate for those transfer students who enter below 3.0 GPA.
- B. Set out to proactively move students toward completion in a timely fashion through data-informed scheduling.
- C. Identify and address barriers non-DTA students encounter.

## TACTICS – Your contributions!

# SCENARIO

## *Josie*

- *Recent transfer with less than 40 credits*
- *Having trouble navigating CWU systems*
- *Missed a few important courses for the major*



# SEM PLAN: LEARNER ACCESS AND SUCCESS GOALS

## GOAL 4

Increase the number of credit-bearing credentials awarded to students by 2030.

## STRATEGY

- A. Increase the overall number of baccalaureate degrees awarded from 2,353 in 2023/2024 to 2,580 in 2029/2030.
- B. Increase the overall graduation rate of full-time first-time in college (FT-FTIC) for 4-year from 33% to 40% and for 6-year from 53% to 60% by 2030.
- C. Increase the overall 3-year graduation rate of direct transfer agreement (DTA) transfers from 71% to 82% and Non-DTA transfers from 68% to 74%.

## TACTICS – Your contributions!

# SCENARIO

## *Terry*

- *12 years of work experience and seeking first college degree*
- *Full-time student*
- *Out of sequence with major coursework due to taking a quarter off*
- *Struggling to find courses to fill schedule that keep them eligible for financial aid*



# SEM PLAN: LEARNER ACCESS AND SUCCESS GOALS

## GOAL 5

Provide opportunities where every learner can thrive and grow in a supportive environment.

### STRATEGY

- A. Create and deploy a “Students First Center” model of delivering key enrollment services.
- B. Design and deliver a comprehensive first-year experience program.
- C. Develop and deliver continuous student life engagement activities and programs.

TACTICS – Your contributions!

# SCENARIO

## *Eric*

- *First year student*
- *Orientation events and club activities started off strong*
- *Roommate issues*
- *Starting to feel disconnected from campus life and losing motivation to go to class*



# SEM PLAN: LEARNER ACCESS AND SUCCESS GOALS

## GOAL 6

All undergraduate program graduates will be afforded opportunities to engage in high impact practices leading to post-graduation success.

## STRATEGY

- A. Design and deliver strategic and developmental high impact practices specific to each year of enrollment.
- B. Leverage career services support across all undergraduate years and deliver programming that is career minded.
- C. Build and sustain partnerships with local, regional, and global employers for internships and job pipelines. Expand access to relevant, career-aligned opportunities and help CWU stay responsive to workforce needs.

## TACTICS – Your contributions!

# SCENARIO

## *Trina*

- *Preparing for final year at CWU*
- *Student athlete*
- *Looking to build internships, career, and other professional connections but unsure where to start or how to fit it in her schedule*
- *Wondering how she will be ready for post-graduation success*



# WHAT'S NEXT?



# SEM PLAN IMPLEMENTATION TEAM

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**Tishra Beeson**

Interim Dean of Undergraduate Studies  
*co-chair*

**Hung Dang**

AVP Enrollment Management  
*co-chair*

**Ruben Cardenas**

Interim AVP of Student Success and  
Engagement

**Erin Craig Ricketson**

Professor & Department Chairs, Physics

**Arturo Torres**

University Registrar

**Kelsey Haney**

Interim Director of Financial Aid and  
Scholarships

**Jill Orcutt**

Executive Director of Admissions

**Caitlin Bassett**

Assistant Director Advising and Peer Mentor  
Program



# LEARNER ACCESS AND SUCCESS

*"Strategic enrollment management is not just about enrollment numbers; it's about student success and institutional sustainability."*

## Thank You!

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**Questions and  
Comments**