1. **Institution:** Southeastern Community College

2. **Planned project kickoff date:** 10/1/12

3. **Target project completion date:** 5/31/13

4. **Actual completion date:**

5. **Short title:** Determining optimum enrollment for SCC’s Strategic Enrollment Management (SEM) initiative.

6. **Action project goal (100 words or fewer)**
   
   Our goal is to determine optimum enrollment for Southeastern Community College (SCC), taking into account our mission and strategic plan, desired student demographics, program demand and capacity, facilities, and other variables. This initiative is a part of the college’s Strategic Enrollment Management plan.

7. **Identify the single AQIP Category that this action project will most affect:**
   
   3 – Understanding Students’ and Other Stakeholders’ Needs.

8. **Describe your institution’s reasons for taking on this action project now (why the project and its goals are high among your current priorities):**

   Based on input from the Systems Appraisal, Strategic Planning, the College’s Key Performance Indicators and other data sources, SCC’s President announced in 2011 that SCC would focus on three major initiatives: Assessment of Student Learning, First Year Experience, and **Strategic Enrollment Management**.

   In the fall of 2011, a team of six SCC employees attended the Association of Collegiate Registrars and Admissions Officers (AACRAO) Strategic Enrollment Management Conference. Team members represented a cross section of the college:

   - President
   - Dean of Transitional Studies and the Keokuk campus
   - Psychology faculty member
   - Agriculture faculty member
   - Enrollment Services Coordinator
   - Vice President of Student Services

   With knowledge gained from the conference, the team worked for several months to create a plan. They conducted an intensive review of SCC’s mission, goals, and strategic plan and an audit of existing practices, institutional data, and informal survey results from students and employees. The resulting plan addresses four overarching focus areas: (1) Connection, (2) Entry, (3) Progress, and (4) Completion. However, the members
recognized that they had not yet addressed a crucial core concept of strategic enrollment management: determining the institution’s optimum enrollment. To successfully implement the SEM plan, this information must be obtained.

9. **List the organizational areas (institutional departments, programs, divisions, or units) most affected by or involved in this action project.**
   The Teaching & Learning Division will be most affected by this Action Project since the faculty will need to provide much of the information regarding course capacity and other variables. Other organizational areas such as enrollment services, institutional research, and administrative services (facilities) will also be involved with providing information to help determine SCC’s optimum enrollment.

10. **Name & briefly describe the key organizational processes that you expect this action project to change or improve.**
    This project will provide crucial information needed to finalize and implement all aspects of the Strategic Enrollment Management plan. SCC’s SEM plan will affect student enrollment, retention, and completion through multiple initiatives.

11. **Explain the rationale for the length of time planned for this project.**
    The SEM committee is committed to completing this project in six months or less so that the members can incorporate the information gained into the SEM plan.

12. **Describe how you plan to monitor how successfully your efforts on this Action Project are progressing.**
    The committee plans to have the project completed by the end of May, 2013. The AQIP Liaison will work with the committee members to ensure that the project is progressing.

13. **Describe the overall “outcome” measures or indicators that will tell you whether this Action Project has been a success or failure in achieving its goals.**
    The outcome of this project will be determining the optimum enrollment number for Southeastern Community College. If that number is determined, the project will be a success. As the needs of the college evolve over time, our optimum enrollment will also be reevaluated and updated as needed.

14. **Other information:**

15. **Contact Person:**
    Jan Wolbers  
    Director of Institutional Grants & Accreditation  
    jwolbers@scciowa.edu  
    319-208-5061