

SEM Meeting Minutes

Date: February 12, 2026

Time: 1:16 PM – 2:30 PM

Attendees: Vince Ruzicka, Jennifer Clayton, Jenn Lopez, Christy Doyle, Melissa Rodriguez, Lori Peterson, Colleen Vandenboom, Lindsey Williams, Tessa Kimball, Rebecca Thorpe, Heather Markwalter, Allen Sutton

Absentees: Sammie Pettitt, Josh Slepín, Nick Velluzzi

Facilitator: Lisa Chamberlin

Admin Support: Itzel Davison

Location: Main Building D102

Purpose of Meeting

The purpose of this meeting was to review and validate new Strategic Enrollment Management dashboards, ensuring members understand how to access, interpret, and responsibly use enrollment data for decision-making. The Council also discussed student engagement trends, recruitment and outreach efforts, and strategies to support enrollment growth and retention.

Key Topics & Discussion

1. Power BI Enrollment Dashboard Overview

The Council reviewed the updated Power BI Strategic Enrollment dashboard. This dashboard is designed to replicate the weekly enrollment report in a more automated and interactive format.

Access & Permissions

- Access is available through Single Sign-On via the Power BI tile.
- The workspace is behind a paywall.
- Users are responsible for ensuring appropriate data sharing outside the workspace.
- The dashboard is intended for Council use, not general distribution at this time.

Data Validation

- The dashboard is still being tested against current term enrollment to ensure it matches prior weekly reports.
- Members were asked to report any numbers that appear incorrect.
- Data is operational and near real-time; official reporting data comes from the state-level data warehouse and may differ slightly.

Dashboard Features

Term Comparison

- Users can select a current term and comparison term.
- A data definitions tab explains term coding conventions.

Location Filters

- Locations include multiple campuses and off-campus instructional sites.
- Coding changes were noted for College in the High School beginning fall term, which affects year-over-year comparisons.

Fund Sources

- Filters include state, contract, and other funding categories.
- Members were reminded that filtering fund sources affects totals differently depending on selections.

Key Metrics Displayed

- State-funded FTE
- Total FTE
- Headcount
- New student headcount
(All metrics adjust based on selected filters.)

Special Populations

- Corrections education (contract-funded only)
- Running Start (state vs. self-pay distinctions)
- College in the High School
- Fully online enrollment (includes online location plus online Running Start students)
- Combined totals

Historical Context

- A comparison chart shows pre-pandemic baseline vs. COVID years vs. current enrollment.
- Baseline recovery has not yet been reached in most terms.

FTE by Time

- Breakout of FTE by time of day.
- Includes Running Start FTE.

Section Capacity Report

- Displays open and closed sections.
- Zero seats remaining highlighted.
- Combined sections identified by shared room/time combinations.
- Instructor names intentionally removed in this view.
- Does not include certain online categories due to data limitations.

Term Coding Explanation

- First digit: constant indicator.
- Middle two digits: year.
- Final digit: quarter (coded 1, 3, 5, 7).
- Definitions and FTE calculation explanations included in the dashboard.

Operational vs. Official Data

- Operational data updates daily.
 - Official reporting data reflects state-processed snapshots.
 - Real-time decision-making should rely on operational data.
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2. New Student Dashboard

A secondary dashboard focuses on first-time enrollment.

Features

- First-time enrollment by selected term.
- Demographic breakdowns.
- Geographic distribution using preferred/primary address hierarchy.
- Map visualization of student ZIP codes.

Members discussed how geographic filters have informed recruitment strategy decisions. For example, analysis showed that out-of-area recruitment efforts were primarily yielding student-athletes, prompting reconsideration of resource investment.

3. Data Limitations & State-Level Processes

The Council discussed limitations related to newer application screening questions.

- Some screening data does not yet exist in accessible reporting tables.
- The state waits until data elements are stable before creating reporting tables.
- Additional requests must go through formal ticketing processes.

- There is a delay between data collection and availability in reporting systems.

Members asked about accessing historical data over multiple years; this is possible once tables exist.

4. Faculty Senate Presentation

A summary of enrollment goals and strategies (without detailed action items) will be presented to Faculty Senate.

- A PDF version will be shared with Council members.
 - The goal is to increase data literacy and encourage data-informed decision-making.
 - Additional context sessions can be provided to department chairs or deans upon request.
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5. Student Engagement & Retention Discussion

Online Engagement & AI Chat Support

- Exploration of AI-powered chat tools to improve onboarding and support.
- Licensing challenges eliminated a previous option.
- Alternative implementation through the existing CRM system is being explored.
- Vision includes department-specific chat tools (admissions, financial aid, etc.).
- Likely a summer implementation project.

Event & Engagement Tracking

- Transition to a new check-in system in the recreation center.
- Potential expansion for event attendance tracking and engagement analytics.
- Goal: track frequency, demographics, and participation trends.

Student Engagement Trends

- Increased motivation and engagement compared to prior post-COVID years.
- Some students prefer strictly online participation with minimal campus engagement.
- Others desire engagement but express reluctance toward in-person participation.
- Traditional-age students are frequently on campus for access to food, internet, facilities, and study space.
- Engagement strategies must support both highly involved and minimally engaged students.

6. Academic Advising & Scheduling Challenges

- Spring advising presents challenges due to full sections and limited modality options.
- Some required courses are only available online, creating confusion.
- Students often prefer specific instructors or modalities.
- Online science offerings have increased significantly.
- Balancing online demand with in-person preferences remains complex.

7. Corrections Facility Outreach

- Recent meeting with county jail leadership to explore online course access for incarcerated individuals.
- Facility is newly operational and supportive of educational access.
- Interest in offering appropriate online coursework for vetted participants.
- Viewed as a potential enrollment and access opportunity.

8. Recruitment & Outreach Initiatives

Career Fair

- Continued promotion and outreach efforts underway.

Application Workshops

- Recent hybrid workshops (information session + hands-on support) were conducted at multiple locations.
- Strong attendance reported.
- Notable increase in male participation in a traditionally female-dominated field.
- Positive connection-building and belonging outcomes observed.

Alumni & Community Engagement

- Exploring ways to reconnect alumni through:
 - Volunteer opportunities
 - Career-focused panels
 - Community events
- Potential financial literacy programming covering:
 - Banking basics
 - Credit unions vs. banks
 - Investment basics

- Life-stage financial planning
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9. Capacity & Staffing

- Additional dashboards are possible but capacity is limited.
 - Current workload includes backfilling additional responsibilities.
 - Requests should be prioritized and planned with realistic timelines.
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Action Items & Next Steps

- Continue validating Power BI dashboard data.
- Gather Council feedback after members explore the dashboard.
- Prepare and share Faculty Senate presentation materials.
- Explore AI chat implementation within CRM system.
- Continue implementation of new engagement tracking system.
- Follow up on corrections facility educational partnership.
- Evaluate recruitment strategy adjustments based on geographic data.