



# Co-Creating a SEM Culture Through Cadence and Care

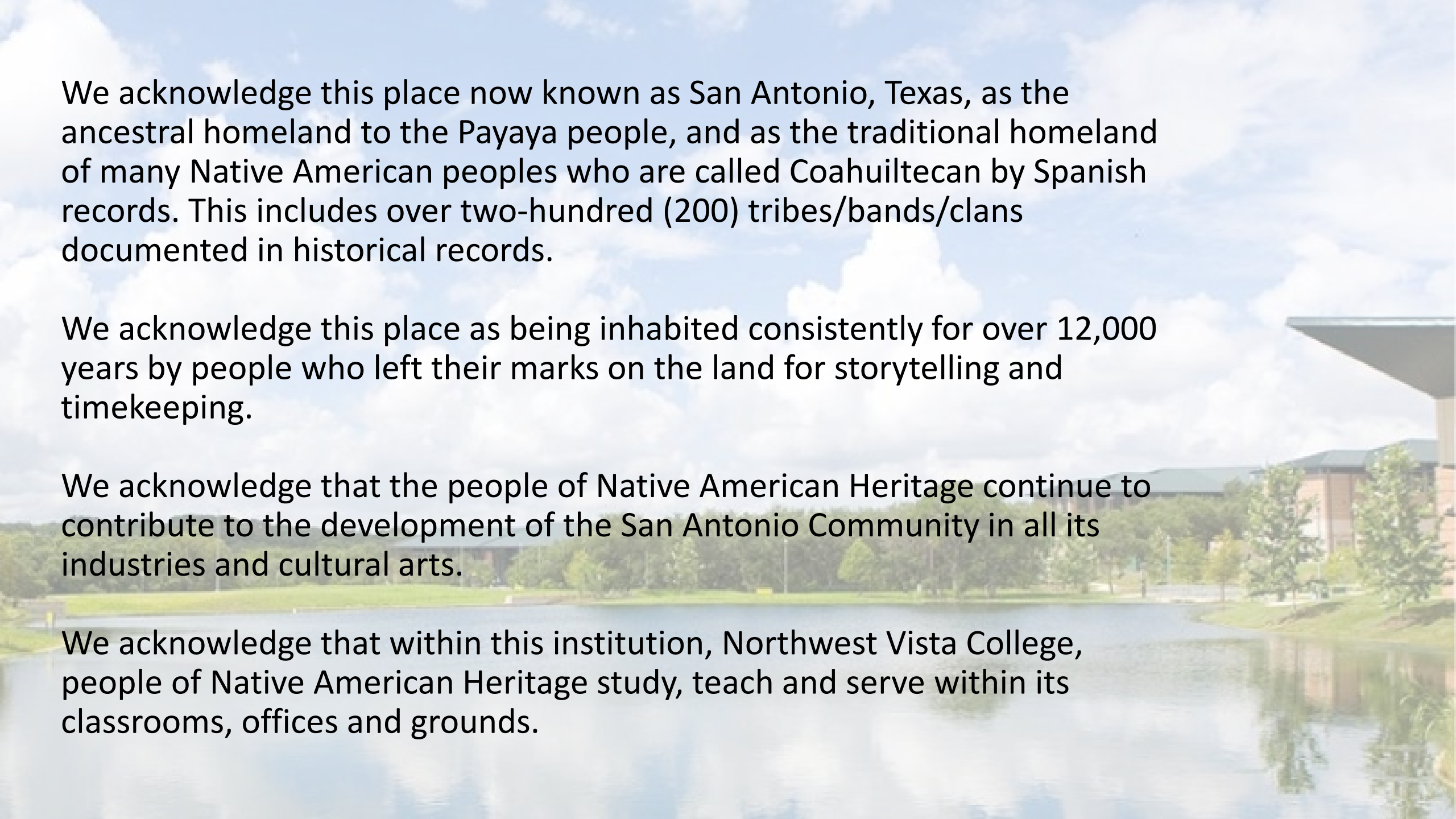
July 26, 2023



ALAMO COLLEGES DISTRICT  
Northwest Vista College

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Director of Strategic Initiatives

Ms. Robin Lund  
Dean for Student Success

The background of the slide features a scenic view of a campus. In the foreground, a calm body of water reflects the sky and the surrounding greenery. In the middle ground, there are several trees and a paved walkway. In the background, a large, modern building with a green roof and brick accents is visible under a bright, cloudy sky.

We acknowledge this place now known as San Antonio, Texas, as the ancestral homeland to the Payaya people, and as the traditional homeland of many Native American peoples who are called Coahuiltecan by Spanish records. This includes over two-hundred (200) tribes/bands/clans documented in historical records.

We acknowledge this place as being inhabited consistently for over 12,000 years by people who left their marks on the land for storytelling and timekeeping.

We acknowledge that the people of Native American Heritage continue to contribute to the development of the San Antonio Community in all its industries and cultural arts.

We acknowledge that within this institution, Northwest Vista College, people of Native American Heritage study, teach and serve within its classrooms, offices and grounds.





Congrats! You've created a Strategic Enrollment Management Plan. Now it's time to deploy and integrate it into your college's culture. Come co-create with us, as we share **strategies** on how to keep your SEM Plan alive and well beyond the first year.





# The Warmup

What song title best represents where you are in your SEM process?



# NVC At A Glance

- **Urban Community College**
- **Founded in 1995**
- **Serving 17,000+ students**
- **One of five independently accredited colleges in the Alamo Colleges District**
- **Hispanic Serving Institution**



# Student Profile

## Fall 2022

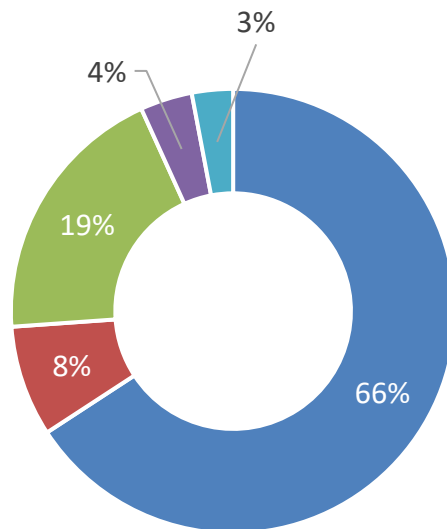
- 20% (3,481) Full-Time, 80% (13,741) Part-Time
- 58% (10,031) Female, 42% (7,191) Male

### Ethnicity

- 66% (11,355) Hispanic
- 8% (1,386) African-American
- 19% (3,203) White
- 4% (700) Asian
- 3% (578) Other

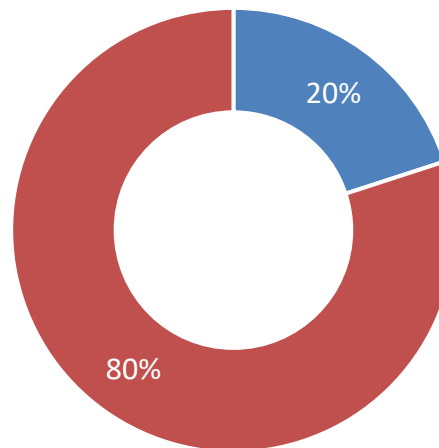
- 22% (3,758) Dual Credit
- 64.8% FTIC Require Remediation (post-refresher Based on Fall 2021)
- 26.4% Economically Disadvantaged (Based on Fall 2021)

Ethnicity



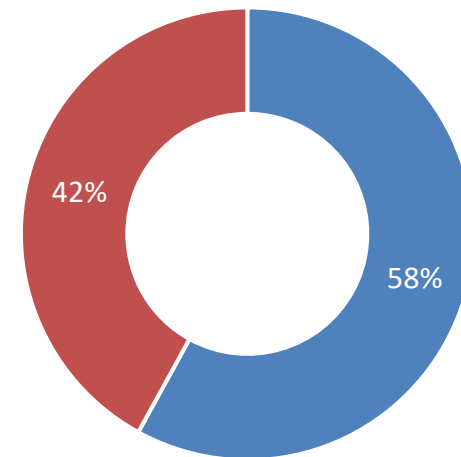
- Hispanic
- African-American
- White
- Asian
- Other

Enrollment Status



- Full-Time
- Part-Time

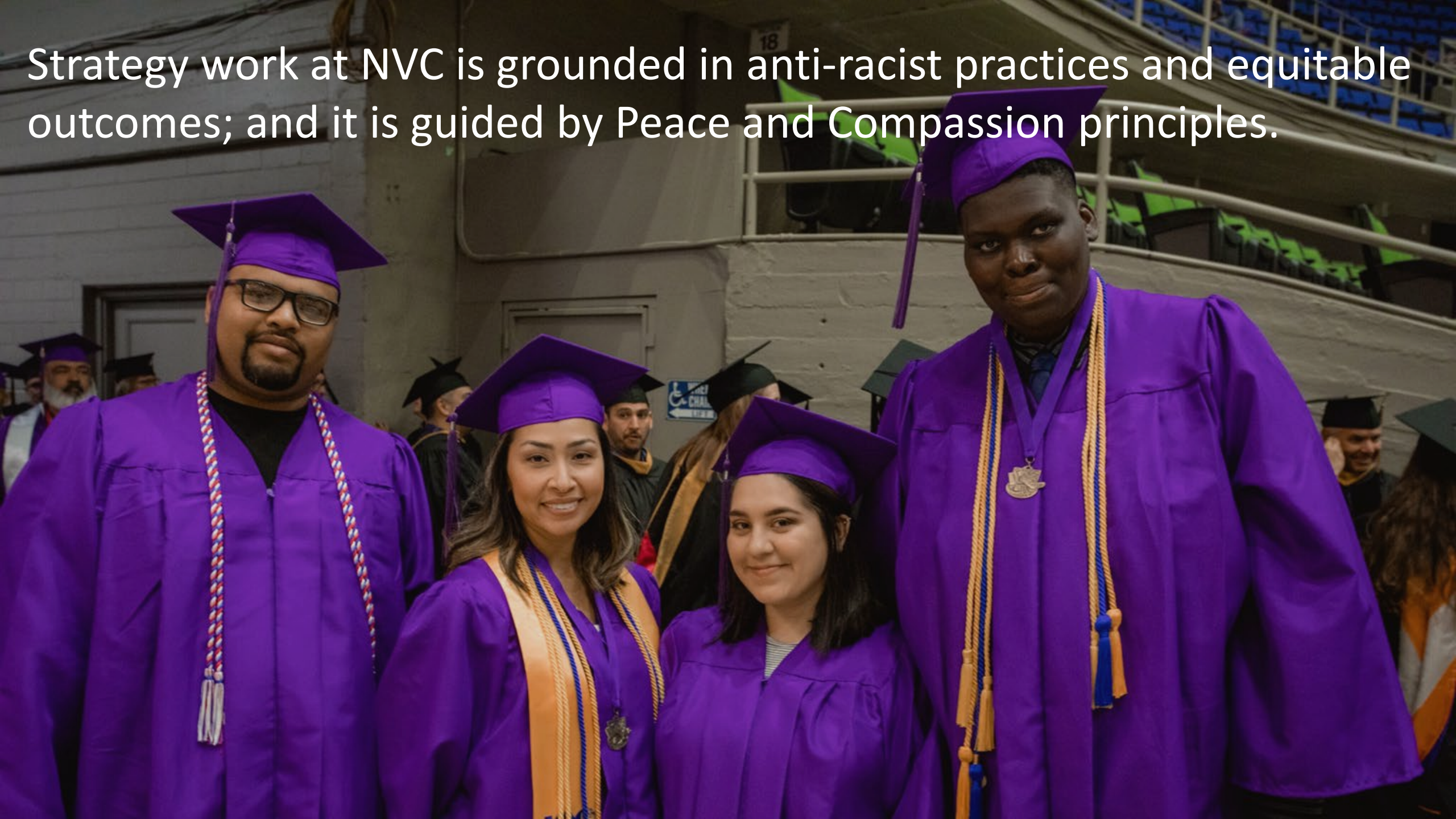
Gender



- Female
- Male



Strategy work at NVC is grounded in anti-racist practices and equitable outcomes; and it is guided by Peace and Compassion principles.

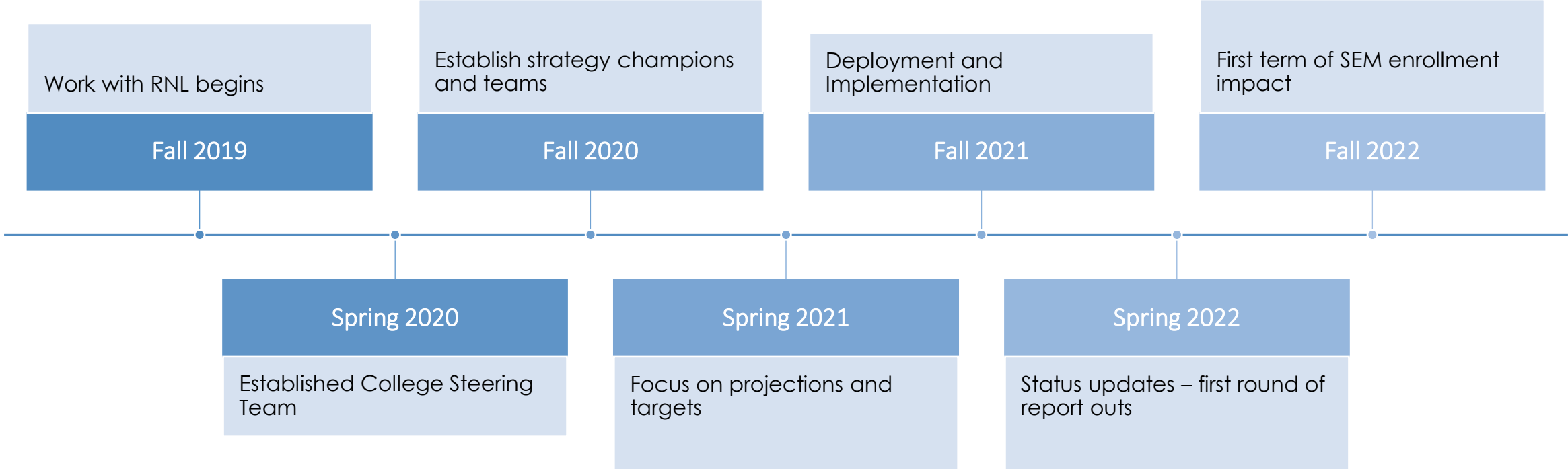






# Finding our Rhythm

# SEM Planning Process Timeline





# Our Plan

Academic Program Mix

Equity-Minded Outreach and Recruitment

Enrollment Intensity

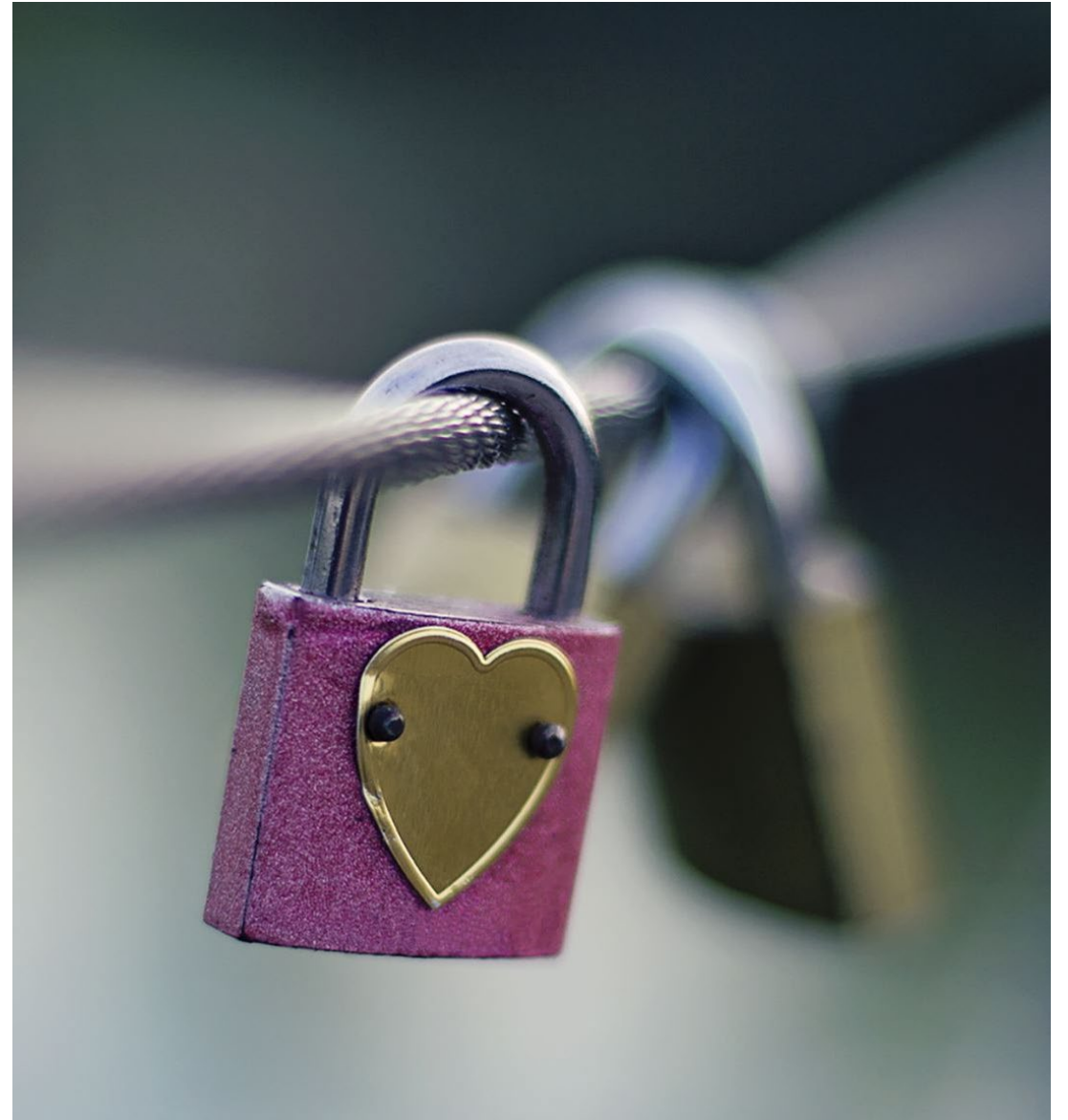
Transformational Relationships

Redesigning the Student Onboarding Experience



# Key Elements

- An Engaged Executive Team
  - Trust
  - Not top down
- A cohesive steering team
  - Recommending body
  - Influence decision making
  - Shared leadership
- Shared understanding of purpose
  - Guiding Principles
  - Doing the same is not enough





# Strategies for Care

Asset based language

Room to fail and  
rebound - together

Own your timeline, it's  
your plan... it can change

Access and transparency

Alignment





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## Strategies for Cadence

- Weekly meetings
  - Co-lead
  - Steering Team
- Accountability
  - Leadership
  - Autonomy
  - Reporting
- College-wide sharing
- Alignment







# Record Scratches and Misheard Lyrics

# Hold me closer Tony Danza

- Enrollment is everyone's responsibility.
- Results take time.
- Help SMEs connect the dots.
- Document changes and adjust timelines as needed.
- Some ideas won't work, and that's ok.







Harmony

# Where we are now

- We are adding more parts to the ensemble.
- We are refining our analysis and planning.
- We need further integration into our culture.







Celebrate!

Thanks.

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