# Powered by California Community College

# 2022-23 Chancellor's Office SEM Program: Supporting the Student Journey

## SEM APPLICATION WORKSHEET

This worksheet is provided to help you develop your college’s SEM application. Use the following steps to prepare and submit your application:

* Review the application questions and the sample SEM projects listed on page 2.
* Use this worksheet to develop your college’s application.
* **Submit your SEM application by clicking the following link and entering the responses from this worksheet by February 21, 2022**: [SEM Program Application](https://www.surveymonkey.com/r/M367BRX).

1. Title of the SEM Project
   * Answer:
2. Briefly describe what sparked the need for this project, including challenges your college is facing related to SEM that have impacted enrollment, student success, and/or fiscal viability.
   * Answer:
3. Describe your SEM project and the key activities or steps you will take to implement it.
   * Answer:
4. List the expected outcomes of your SEM project, including how you will measure these outcomes.
   * Answer:
5. From the list below, select the global metric(s) that your project will positively impact (Note: Online survey will have interactive checkboxes where you can check all that apply)
   * [Student Success Metrics](https://www.calpassplus.org/LaunchBoard/Student-Success-Metrics.aspx) (SSM)
   * [Student Centered Funding Formula](https://www.cccco.edu/About-Us/Chancellors-Office/Divisions/College-Finance-and-Facilities-Planning/Student-Centered-Funding-Formula) (SCFF)
   * Collegewide Indicators
   * Other (please specify):
   * Answer:
6. Describe how your SEM project will benefit students overall and within specific student groups at your college.
   * Answer:
7. Describe how you will integrate this work with other plans and initiatives focused on student success and completion at your college (e.g., Vision for Success; Guided Pathways; Diversity, Equity, and Inclusion).
   * Answer:
8. Explain the support or benefit you hope your college will receive by participating in the SEM Program.
   * Answer:

## SAMPLE SEM PROJECTS

The following sample projects are illustrative examples and are not intended to represent an exhaustive list of all SEM projects a participating college could develop or implement as part of the program.

### Data and Target Student Enrollment Groups

* Develop detailed evidence-based profiles that characterize each of the college’s target student enrollment groups (e.g., degree-seeking students, Career Education students, Men of Color students, and adult learners) and identify specific SEM goals and strategies for each.
* Create online enrollment management/data tools and dashboards (e.g., scheduling, program planning, and student journey).
* Develop tools and models for forecasting enrollment and student completion.

### Planning and Integration

* Develop an integrated SEM plan that focuses on optimal enrollment growth and maximum student success.
* Establish processes or tools for coordinating SEM activities across student services and instruction (e.g., calendar that integrates enrollment and completion goals with marketing, outreach, and scheduling activities).
* Integrate equity-based practices and strategies throughout SEM plans and initiatives.

### Marketing and Communications

* Create a targeted marketing and communications plan for specific target student enrollment groups.
* Revise messaging and communication methods so that they reach and appeal to the college’s target student enrollment groups.
* Create an institutional integrated marketing and communications plan.

### Outreach, Onboarding and Enrollment Services

* Implement a Customer Relations Management (CRM) system that includes data and interactions across the student journey.
* Establish a holistic case management approach for outreach, onboarding, financial aid, and enrollment.

### Scheduling and Program Pathways

* Research and implement innovative, efficient, and effective class schedules informed by student enrollment patterns, success and completion rates, and/or education plans.
* Align scheduling practices with guided/program pathways.
* Develop flexible program pathways focused on targeted student enrollment groups.

### Student Services

* Review and revise admissions and registration policies and practices to mitigate blocks and obstacles to enrollment.
* Review and revise award policies and practices to mitigate institutional roadblocks for completion.
* Implement technologies that enhance the effectiveness and efficiency in delivering student-centered support programs and services (e.g., educational planning and advising).

### Retention, Persistence, Success and Completion

* Develop and implement credit for prior learning policies and procedures.
* Implement student success teams aligned with guided pathways initiatives.

### Teaching and Learning/Professional Development

* Implement professional development institute that partners faculty with researchers to examine disaggregated course data as it relates to equitable course policies, practices, and pedagogy.
* Create and administer professional development series on SEM (e.g., for faculty, instructional deans, student services).