



POWERED BY

California Community Colleges

2023-24 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, 2023: [SEM Program Application](#).**

1. Name of College

2. Title of the SEM Project

▶ Answer:

3. 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:

4. Describe your SEM project and the key activities or steps you will take to implement it.

▶ Answer:

5. List the expected outcomes of your SEM project, including how you will measure these outcomes.

▶ Answer:

6. 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](#) (SSM)
- [Student Centered Funding Formula](#) (SCFF)
- Collegewide Indicators
- Other (please specify):

▶ Answer:

7. Describe how your SEM project will benefit students overall and within specific student groups at your college.

▶ Answer:

8. 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:

9. 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

SAMPLE SEM PROJECTS

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).