Strategies for Strategic Enrollment Planning Communications

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Noel-Levitz®
Our Strategic Enrollment Plan must be

- Information-based
- Designed in an environment that is
  - Highly participative, and at the same time
  - Action oriented
The plan must be information-based through:

- External environmental research
- Internal institutional research
- Tapping the expertise of those on the SEP Council
- Tapping the expertise of those **not** on the SEP Council
1. The planning process and the results are more important than the plan itself.
People support what they build
Suggested strategies for SEP communications
Suggested strategies

1. Well-written summaries after each SEP Council meeting and at other important points in time
2. Communications from the president
3. SEP Council website
Agree on the role of each strategic planner to
1. Provide particular expertise to the process
2. Communicate with constituents and bring feedback, ideas, comments, concerns, and questions
SEP communication activities include

1. Formal discussions at
   - Faculty Senate
   - Academic Council
   - Deans Council
   - President’s Executive Cabinet
   - Departmental staff meetings and planning meetings

2. Many informal conversations with colleagues
“Plans are only good intentions unless they immediately degenerate into hard work.”

Peter Drucker