



SEM Plan for 2022-2030

Summary of Phase I and Preparation for
Phase II: January 23rd, 2023

SEM Plan Process Updated Timeline & Phase Summaries

PHASE I Summary: Completed work & updated timeline

The first phase for our SEM Plan was to develop 6-8 broad statements or enrollment goals that will frame the data-informed issues to drive change in our enrollment and student success, while allowing UNC to meet the vision and strategic plan of the university.

September 8, 2022: Initial meeting with Student First Framework

September 2022: Data Team prepared data for SEM Planning Group/SEM Committee

October 1, 2022: Identified Key Enrollment Indicators (KEIs), the

Phase I Summary by the Numbers:



Phase I Summary Continued: Finalized SEM Enrollment Goals

The SEM Steering Committee finalized the following Enrollment Goals through institutional enrollment data analysis and feedback received through campus stakeholders:

Goal 1. Increase enrollment of degree-seeking undergraduate and graduate students to support a diverse and vibrant community.

Goal 2. Increase non-degree, for-credit enrollment across undergraduate and graduate programs to support our educational needs and professional growth.

Goal 3. Advance equitable access, opportunity, and success for undergraduate and graduate students from diverse backgrounds to align with local, state, and national demographics.

Goal 4. Invest in initiatives and activities for and by faculty, staff, undergraduate and graduate students, and alums that promote a positive experience and create a supportive culture that fosters a growth mindset.

Goal 5. Advance academic quality and career readiness to foster civic engagement, lifelong learning, and success.

Goal 6. Sustain a distinctive and inclusive identity that reflects strengths, attracts, and retains undergraduate and graduate students, faculty, and staff, and enhances philanthropic opportunities.

Goal 7. Keep UNC financially manageable for students through multiple mechanisms, while maintaining the fiscal vitality of the institution.



Phase I Summary Continued: Key Enrollment Indicators

(annual reporting measures)

PHASE II: Student Recruitment and Student Retention Subcommittees & Updated Timelines

Strategy Development Updated Timeline

Phase II of the SEM Plan will focus on developing multiple strategies across all the enrollment goals. This work will be led by two sub-committees – the Student Retention Subcommittee and the Student Recruitment Subcommittee. Strategies will be 3-4 focused, but still relatively broad statements for each goal to identify the direction of the work supporting the goal.

January 2023: Subcommittee work with campus stakeholders to develop strategies for each SEM enrollment goal.

January 2023 – March 2023: Student Recruitment and Student Retention Subcommittee in collaboration with the SEM Planning Group on strategy development work.

January-March 2023: Student Recruitment and Student Retention Subcommittees to meet with SEM Steering Committee to share work, review strategies, identify common direction towards development of tactics and action plans at program/department/unit levels.

March 2023 – May 2023: Tactics development at program/department/unit levels.

PHASE II: Student Recruitment and Student Retention Subcommittees Continued

Student Recruitment Subcommittee Membership:

Co-Chair, Dr. Jeri Lyons, Associate Vice President of Research & Dean of the Graduate School

Co-Chair, Erika Pepmeyer, Director of Admissions

Bryson Kelly, Associate Director of Recruitment

Amanda Graham, CRM Program Manager-Admissions

Patrick Johnson, Digital Communications and Marketing Specialist, Graduate School

Dawn Miller, Graduate Student

Rourke Bailey, Assistant Director of Business Analysis & Application Support

Dr. Eryka Charley, Director, Asian Pacific American Student Services & Native American Student Services

Debbie Farris, Assistant Vice President for Marketing & Communications

Looking Ahead

SEM Strategies, Tactics, and Action Plans

As part of Phase II, the subcommittees will develop 3-4 strategies for each SEM goal. Phase III will build upon the work of the subcommittees and require full campus participation. The template presented below is an example of the tools that will be available to help guide campus-wide conversations and department/unit development of tactics for each of the strategies.