Who Is Noel-Levitz and What is SEM?

SEP = Strategic Enrollment Planning

A complex and organized effort to connect mission, current state, and changing environment to long-term enrollment and fiscal health.

- Student-focused
- Enrollment by design
- Data-driven
- Integrated information system with relevant, timely communication
- Seamless, holistic student experience
- Learning environment focused on student success

Strategic Enrollment Management Executive Council (SEMEC)

www.tarleton.edu/semec

SEMEC is the steering committee for Strategic Enrollment Planning and makes recommendations to the President and Executive Cabinet.

Denise Groves, Chair, Enrollment Management
Karen Murray, Provost and EVP
Becky Gray, Information Technology Services
Dennis Jones, Academic Affairs
Kim Rynearson, Academic Affairs (Outreach)
Marilyn Robitaille, College of Liberal and Fine Arts
Rusty Jergins, Student Life
Cynthia Carter, Finance and Administration
Janice Horak, Marketing and Communications
Tracey Holley, Faculty Senate
Jill Burk, College of Education

Functional teams report to SEMEC.

- Recruitment
- Retention
- Marketing
- Infrastructure

Enrollment Management Advisory Committee (EMAC) is responsible for implementation and is the principal advisory body to SEMEC.