PURPOSE
Strategic Enrollment Management (SEM) at EMCC is an institutional process led by a cross-functional college team. SEM reviews and reports out college-wide 4DX Wildly Important Goals (WIGs) focusing on progress within areas of access, onboarding, retention and completion.

GUIDING PRINCIPLES
- EMCC SEM processes and strategies will be viewed through a lens of equity and student learning.
- EMCC SEM will maintain alignment and complement Maricopa Community College District SEM efforts regarding enrollment management.
- EMCC SEM will utilize a systemic and integrated approach that ensures units engaged in the student life cycle are collaborative and complement each other’s work (no silos).

PURVIEW
- Advisory sub-committee of Leadership Council and provides bimonthly status updates
- Charter will be reviewed and updated annually during the fall semester
- SEM narrative plan will be reviewed during the spring semester to inform the agenda action items for the fall

MEMBERSHIP
Co-Chair: Vice President (VP) Academic Affairs (AA)
Co-Chair: Vice President (VP) Student Affairs (SA)

15 - Voting Members, No term limits
- Dean of Enrollment Services
- Dean of Retention
- Dean of Instruction
- Public Relations / Marketing Manager
- Student Services Director - Financial Aid
- Student Services Director - Advising
- Student Services Director - Outreach
- Workforce Development Manager
- Instructional Services Supervisor
- Fiscal Services Director
- Faculty chair representative (rotating as appropriate)
- Two Faculty representatives - Occupational, Academic and / or Service (rotating as appropriate)
- Adjunct Faculty Representative (rotating as appropriate)
- AVP Institutional Effectiveness and Planning

4- Ex-Officio Members (non-voting)
- Two District Office Liaisons, District Director | Enrollment Management Services and Associate Vice Chancellor | Academic and Student Affairs
- Program Coordinator (SA)
- Executive Special Assistant to the President (4DX co-Champion)
CO-CHAIR RESPONSIBILITIES
Develop agendas, activities and facilitate meetings
Facilitate reporting processes to Leadership Council

VOTING MEMBER RESPONSIBILITIES
Actively attend and engage in meetings, activities and feedback
Lead facilitation around 4DX reporting

EX-OFFICIO MEMBER RESPONSIBILITIES
Attend and actively engage in meetings, activities and feedback

PROGRAM COORDINATOR MEMBER Responsibilities
Actively engage in meetings, activities and feedback
Take minutes and send out minutes and agendas
Assist with correspondence and logistics, i.e., Google drives, etc.

DECISION MAKING PROCESS
When making decisions, all attempts will be made to reach consensus. When a consensus cannot be reached, a consensus process to voting will be initiated with simple majority rules.

MEETING DAYS/TIMES
- Spring and Fall semesters: September - May
  First Wednesday of the month
  12:00pm – 1:30pm

GROUND RULES
Treat each other with respect
View feedback as constructive
Speak one at a time, no interrupting
Actively listen and contribute to discussions
Ask questions for clarification
Meet each other with a fresh perspective - open mind
Seek to provide solutions