Session Agenda

- SEP timeline
- Review action planning process and tools
- Potential SEP strategies
- Identification of strategies for action plan development
- Next steps
- Key Performance Indicators (KPIs)
A Few Reminders

- The process is dynamic and continuous.
- Not everything will move at the same pace and on the same timeline.
- The process is iterative.
- You will need to broaden the net.
Phases of strategic enrollment planning

**Preparation & Data Analysis**
- Preparation
- Key Performance Indicators
- Data Collection
- SWOT Identification
- Situation Analysis

**Strategies**
- Strategy Ideation
- Action Plan Development
- ROI Considerations
- Strategy Prioritization

**Enrollment Goals**
- Enrollment Projections
- Goal-Setting
- Finalize Written Plan

**Implementation & Continuation**
- Implementation of Plan
- Monitoring and Evaluation
- Refresh Situation Analysis
- Plan Modifications and Revisions

Continuous process
# SEP Timeline

<table>
<thead>
<tr>
<th>Visit Number</th>
<th>Date</th>
<th>Objectives/Focus</th>
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<tbody>
<tr>
<td>One</td>
<td>November 7-8, 2017</td>
<td>SEP process discussion with leadership; solidify organization; identify preliminary planning assumptions and KPIs; set the stage</td>
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<td>Two</td>
<td>December 5-6, 2017</td>
<td>Conference-style launch of SEP process with Task Force and Working Groups; SWOT identification; prepare for situation analysis</td>
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<tr>
<td>Three</td>
<td>January 24-25, 2018</td>
<td>Situation analysis review; initial strategy ideation; action planning organization</td>
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<td>Four</td>
<td>March 6-7, 2018</td>
<td>Action plan review one; additional strategy ideation</td>
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<td>Five</td>
<td>April 3-4, 2018</td>
<td>Action plan review two</td>
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<td>Six</td>
<td>April 25-26, 2018</td>
<td>Strategy prioritization/plan formation</td>
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<td>Seven</td>
<td>May 22-23, 2018</td>
<td>Implementation/initial roll-out</td>
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<tr>
<td>Eight</td>
<td>Fall 2018</td>
<td>Implementation follow-up</td>
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Action Planning Process and Tools
Potential SEP Strategies
Questions and Discussion