

**From:** James Parker  
**Sent:** Sunday, August 25, 2013 3:16 PM  
**To:** Martin Tadlock  
**Cc:** Diane Backer  
**Subject:** IFO - SEMP Committee participation

Martin,

Good afternoon. Per our conversation, I would like to present at the IFO Meet and Confer regarding the Strategic Enrollment Management Plan Committee. Student Development and Enrollment would like to invite two faculty members to participate in this continuous committee that will meet throughout the year. The meeting frequency and times have not been established. In the beginning, the committee will likely meet more frequently and once the committee is thriving, I would speculate the committee will meet once a month.

Below is the working purpose for the SEMP Committee:

**BSU DEFINITION of Strategic Enrollment Management** is a comprehensive process designed to guide Bemidji State University to achieve and maintain the optimum recruitment, retention, and graduation rates of students including any factor that influences a student's decision to attend or continue enrolling (Dolence, 1996)

**The SEMP Committee PURPOSE** is the ideation, discussion, review, development, monitoring, and evaluation of all ideas, strategies, and actions relating to the marketing, recruitment, retention, and graduation of students. The committee's role is primarily forward-thinking and advisory (much of the actual tactical work will be done in the individual working units).

The committee composition will be approximately 10-15 representatives from BSU. This will include faculty, staff, administrators and students.

Thank you for placing this item on the IFO Meet and Confer agenda.

James

James L Parker  
Vice President for Student Development and Enrollment  
Bemidji State University and Northwest Technical College  
1500 Birchmont Dr NE #20  
Deputy Hall 313  
Bemidji, MN 56601  
(218) 755-2075 phone