

## **GFC MSU Strategic Enrollment Management (SEM) Program Communication Team**

The SEM Program Communication Team was created in the spring of 2014 to create a cross-campus team for communication when an academic program undergoes a modification (new program, change in curriculum, moratorium, etc.). The goal was to increase communication internally and externally when there is a program modification. The team has created processes to communicate information to the campus community, the external community, prospective students, applicants and enrolled students regarding program modifications. The exciting news is that the team is being used for more than just program communication and is being used when other communication needs to go out to multiple audiences related to changes at the College.

The Core team members are made up of: the Director of Admissions, Registrar, Marketing Specialist, Director of Advising & Career Center, Chief Student Affairs Officer and Chief Academic Affairs Officer. Division and Program Directors are added based upon the program being discussed and other members of the campus are included as needed.

The SEM Program Communication Team is functioning at a high level due to the following criteria.

Quality: The Team has increased timely communication internally across divisions and externally regarding program modifications. This proactive communication with prospective students, applicants and enrolled students allows for higher quality customer service to all individuals in the SEM student continuum as well as other GFC MSU constituents.

Efficiency: By having the correct people involved in the team, the communication on program changes to various audiences is quickly accomplished. Since the team consists of existing personnel on campus who are experts in their work areas, usually only one meeting occurs and the team determines if another meeting is needed. A tracking spreadsheet of tasks,

who is responsible for the task and when it is completed has increased efficiency for everyone in the group. This tracking piece has been critical in assisting with follow-through from team members.

Cost Effectiveness: Since existing personnel on campus are members of the team we are utilizing the knowledge of employees in their work areas, the only cost to the campus has been for marketing, printing and mailing costs, which would have occurred anyway.

Creativity: At the time of the team's inception, it is unknown if other work groups like this existed in Montana. In discussions with peers at other campuses, it appears that this team may be unique to GFC MSU.

Collaboration: Collaboration is the key to the success of this team. The variety of members from different work areas on campus, the teamwork to get communication out to all constituents and the ability for this team to keep working on a project until completion ensures appropriate and clear communication being sent to different audiences. Silos cannot exist for this team to work successfully to accomplish its goals.

Learning: The SEM Program Communication Team can be used by all areas of campus and in the last year as been used for changes at the college that do not directly affect an academic program. The value of the team is benefitting all.

Replication: The team has been used in all academic divisions on campus and for a variety of programs, so replication is happening on a regular basis. However, it also can be tailored to fit the needs of the program/topic being discussed and that is the key asset of the committee's work. One example is marketing for summer semester. While not a program, we met to discuss ways to increase enrollment through a collaborative, collective effort.

Timeliness: The continued work of this team and use by non-academic program areas, has shown its value to GFC MSU to the campus community, the external community, prospective students, applicants and enrolled students regarding program modifications in a timely manner.