MEMO

DATE: July 20, 2022

TO: Karen Fontenot  
    Tara’ Lopez  
    Paula Calderon  
    Ann Carruth  
    Dan McCarthy  
    Jeff Wright  
    Tim Hudson  
    Patrick Moyer  
    Jeff Temple  
    Aristides Baraya  
    Claire Procoppio  
    John Boulahanis  
    Jerry Parker  
    Cherissa Vitter

FROM: John L. Crain  
       President

RE: Strategic Enrollment Management (SEM) Task Force

As you may recall, this past semester the University Planning Council met to discuss progress on the Strategic Priorities of Vision 2025. Based on the discussion of the impacts and implication of events and trends on the University’s enrollment, the Council endorsed the creation of a Strategic Enrollment Management Task Force that would be charged with creating a strategic enrollment management plan. In addition to identifying new enrollment strategies and setting enrollment goals, it is expected that this plan will set a clear tone of collaboration and communication across units and broaden institutional participation in enrollment goals and practices.

I am asking you to serve as a member of this important Task Force. Dr. Kay Maurin, Chief Enrollment Management Officer, will serve as chair.

Thank you in advance for your service. I look forward to addressing the group at its inaugural meeting.

C: Tena Golding  
   Kay Maurin