ASK-SEM Organizing Framework

- **Scheduling & Program Pathways**
  Clearly defined program pathways that lead to concise student education planning, and class schedule development.

- **Support & Services**
  Wrap around support services that promote student success e.g., counseling, education and career planning, tutoring, appropriate assessment, and just in time orientation.

- **Marketing & Communications**
  Market analyses and varied marketing strategies that focus on targeted student groups, promote educational value, and position the institution as reputable.

- **Outreach & SSSP**
  Focused recruitment and admissions policies, processes and practices that ensure students enroll and move toward success and completion with ease.

- **Success & Completion**
  Scalable strategies and interventions that improve student success and completion outcomes e.g., high school bridge programs, articulated pathways.

- **Retention & Persistence**
  Strategies and interventions that improve course and program retention and persistence e.g., learning communities, early alert, tutoring, accelerated classes.

- **Mission Driven**
  Clear SEM purpose and enrollment goals that are linked to the college strategic goals and mission.

- **Data Informed**
  Widely available, current and reliable retrospective and prospective snapshot and trend data e.g., enrollment, outcomes, demographics, community, and labor market demand.

- **Targeted Enrollment Goals**
  Enrollment goals for targeted student groups e.g., First-time, CTE, online, basic skills, and URM groups.

- **Leadership & Collaboration**
  Intentional and collaborative efforts to plan and manage the efficacy and quality of programs and services, and optimize enrollment, fiscal viability and student success.

- **Student-centered Budget**
  Budget decisions and processes that clearly support student success and fiscal viability.

- **Infrastructure**
  a. Ubiquitous access and use of technology that delivers efficient processes, reliable data and information, quality instruction, and valuable support services,
  b. Policies and procedures that support enrollment, student success, and fiscal viability,
  c. Facilities that accommodate program and course needs efficiently.

- **Equity Focused**
  Strategies, interventions and attitudes that seek to close gaps in access and achievement.