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A blue banner with the text "SEM UPDATE" in white. The "SEM" is in a bold, sans-serif font, and "UPDATE" is in a lighter, spaced-out sans-serif font. On the left side of the banner, there is a vertical strip with a pattern of horizontal bars in shades of blue and black.

Colleagues,

Good afternoon! Since arriving to campus on March 1, I have been pleased to meet with many stakeholders as we work to develop a comprehensive strategic enrollment plan that enhances the university's reputation and integrates institutional efforts to attract and graduate Sycamores.

This winter, the Strategic Enrollment Management Council hosted information sessions to share the goals and challenges related to student recruitment and retention at Indiana State. We value the input you provided after those sessions. We're planning another series of sharing-and-listening sessions this fall, so please be on the lookout for more information.

Strategic enrollment planning is collaborative, data-informed and focused on student success. It is essential the entire institution come together to build stronger pathways toward and through Indiana State.

In order to engage the broader campus community, the SEM Council and President's Cabinet have endorsed a process that develops enrollment initiatives at the institutional, college and departmental levels of the organization. This approach places the SEM Council in the center of the planning process with institutional strategies pushed downward and college priorities lifted upwards.

At the institutional level, we are forming teams tasked with strengthening foundational and enterprise-wide enrollment management activities. These teams will focus on the following key areas:

- Aid leveraging, led by Donna Simmonds
- Process improvement, led by Dr. April Hay
- Data analytics and forecasting, led by Dr. Maggie Dalrymple
- Recruitment, led by Rich Toomey
- Retention, led by Dean Linda Maule, Ph.D.

Starting this fall, a smaller SEM team will be dispatched to work with each college on identifying potential enrollment management initiatives. Initiatives from both institutional and college levels will receive endorsements from both SEM Council and President's Cabinet before implementation.

During this building process, we must make strategic decisions about where it's best to invest our resources. It's crucial to look beyond the lens of operating expenses and consider impacts on enrollment and net tuition revenue. The initiatives we create should also have checks and balances to further ensure our success and the success of our students.

I am optimistic about the future of enrollment management at Indiana State University. I look forward to partnering with you as we attract, educate, and graduate our students.

Please feel free to contact me with feedback at any time.

Thank you,  
Jason

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