

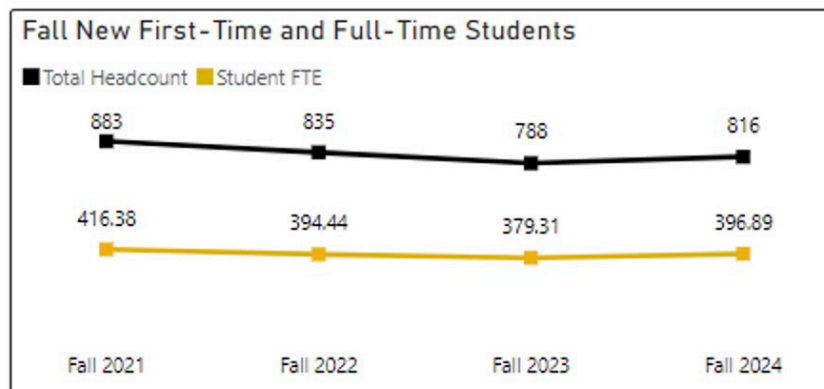
Data Bite on Strategic Enrollment Management (SEM) Plan Dashboard

The [SUNY Broome Community College Strategic Enrollment Management \(SEM\) Plan](#) aligns with the College's mission and Strategic Plan by setting collaboratively developed goals, strategies, and tactics to boost enrollment, improve retention, integrate workforce and credit pathways, optimize Student Village occupancy, and enhance the College's community and regional brand. It builds on existing initiatives such as Pathways, the Academic Master Plan (2022–2025), and the Sustainability Plan, and is in line with the College's Strategic Plan.

The SUNY Broome SEM Plan outlines five key goals that provide a measurable framework to guide enrollment and student success initiatives.

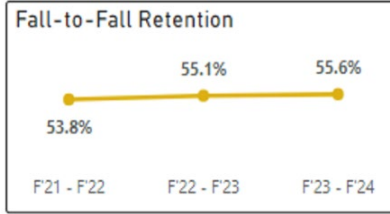
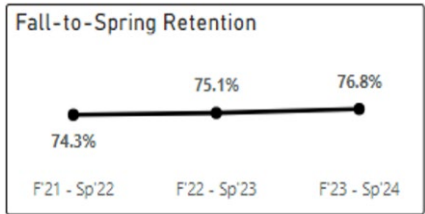
Goal 1: By 2027, increase overall new SUNY Broome student Full-Time Enrollment (FTEs) by 250 to 3,459.

The below graph, which shows trends in New First-Time, Full-Time students from Fall 2021 to Fall 2024, reflects progress toward this goal. In Fall 2021, the headcount was 883, with an FTE of 416.38. Despite a decline in previous years, Fall 2024 saw an increase in headcount to 816 and an FTE of 396.89. To reach the target by 2027, an additional 284.2 FTEs are needed. This recent growth indicates a positive trajectory toward meeting the enrollment goal.



Goal 2: By 2027, increase institutional retention rate by 5% to at least 57.5%.

The data highlights progress toward the goal of increasing the institutional retention rate by 5% to at least 57.5% by 2027. Fall-to-Fall retention improved from 53.1% in F'21-F'22 to 54.6% in F'23-F'24, reflecting a 1.5 percentage point increase. Similarly, Fall-to-Spring retention grew from 73.3% in F'21-F'22 to 77.0% in F'23-F'24, a 3.7 percentage point improvement. The current Fall-to-Fall retention rate stands at 55.6%, meaning an additional 1.9 percentage points (about 15 additional students) are needed to reach the 57.5% target by 2027. These positive trends indicate steady progress toward achieving the retention goal.



-1.9%
Compared to Goal

15
Additional Students Needed

Goal 3: By 2025, improve the usage and applicability of Credit for Prior Learning (CPL) and alternative credentialing to strengthen the ties between non-credit/workforce and credit pathways.

The data establishes a baseline for progress toward the goal of improving the usage and applicability of Credit for Prior Learning (CPL) and alternative credentialing by 2025. In 2022-2023, 184 CPL credits were awarded, along with 8 credit microcredentials and 179 non-credit microcredentials. These benchmarks will serve as the foundation for tracking future increases in both credit and non-credit microcredential offerings to strengthen the connection between non-credit workforce training and credit programs.

184
PLA Credits

8
Microcredentials Awarded

179
Non-Credit Microcredentials Awarded

Goal 4: Through 2027, maintain headcount of Student Village residents at maximum capacity.

The goal of maintaining Student Village residency at maximum capacity through 2027 presents an opportunity for growth. While headcounts have varied, with gaps such as 7 students in Fall 2021 and 84 students in Spring 2023, these trends highlight areas to focus on and improve. With targeted strategies, there is significant potential to maximize occupancy and enhance the student living experience.

Term	Max Capacity	Actual Headcount	
Fall 2021	248	241	✗
Fall 2022	324	277	✗
Fall 2023	318	236	✗
Spring 2022	248	212	✗
Spring 2023	324	240	✗
Spring 2024	240	186	✗

Goal 5: By Fall 2023, reveal the new brand platform that demonstrates the college's relevance in the community and region.

By Fall 2024, the new brand platform, as shown below, showcasing the College's relevance in the community and region was successfully launched, achieving this goal.



Each goal is supported by strategies that provide clear direction for achieving it. These strategies are further broken down into tactics—specific, actionable steps designed to operationalize the strategy and ensure effective implementation of the goal.

The Institutional Effectiveness Office has developed a Strategic Enrollment Planning Dashboard to provide valuable insights and track progress toward our goals. This dashboard can be accessed via the [Institutional Effectiveness website](#).