

Year One Annual Summary

July 2025 – June 2026 • Year Two is underway (July 2026 – June 2027)

HOW YEAR ONE WENT: OUR FOUR GOALS

TOTAL ENROLLMENT & FTE		PERSISTENCE	RETENTION	COMPLETION
Students enrolled	Full-time equivalent	Return fall to spring	Return fall to next fall	Earn a credential
8,745	3,155	80.6%	71.8%	57.3%
▼ 0.5% from 8,792 2025–26 vs. 2023–24	▲ 3.4% from 3,051 2025–26 vs. 2023–24	▲ 0.2 pts from 80.4% Fall 2025 to Spring 2026	▲ 1.2 pts from 70.6% Fall 2024 to Fall 2025	▲ 7.7 pts from 49.6% Within 150% of program time ✓ Already above the goal
GOAL: +10% each by 2030		GOAL: 85% by 2028	GOAL: 75% by 2028	GOAL: 55% by 2030

OUR ROADMAP: 46 ACTIVITIES OVER FIVE YEARS

6 Done	9 Underway	7 Start in Year Two	24 Left on the five-year roadmap
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Year One: The foundation we built

- ✓ **Element451** is live: one place to reach and follow prospective students with timely, personal messages
- ✓ **Recruitment calendar** realigned so outreach reaches the right groups and programs with open seats
- ✓ **Credential dashboard** built to track certificates, diplomas, and degrees by program
- ✓ **College courses** (Career & College Promise) rotated in high schools to ease the move to WCC
- ✓ **Certificate offerings** rotated fall and spring to create more ways to get started
- ✓ **College Connections events** welcomed early graduates to admissions and campus resources

Every interaction with a learner, from recruitment to completion, can shape whether they stay and finish. That is why SEM belongs to the whole college.

Year Two: Where we're headed

LAUNCHING THIS FALL

- Element451 expanded across curriculum, workforce, adult education, and high school programs
- First family-friendly, college-wide Open House (Oct. 29th 4-7 pm)
- Outreach to students not attending any post-secondary program (about 40%)
- Early-alert system to spot grade and attendance concerns sooner
- Student and faculty surveys to remove barriers in low-completion programs

SPRING 2027

- Automating NC Reconnect campaign to bring adults back to college
- Labor-market review to shape Work and Learn employer partnerships

CONTINUING

- Marketing for programs with open seats, a simpler application process, and flexible options such as 8-week courses

The Road Ahead

Fewer high school graduates and rising competition for learners are expected across North Carolina. More than half of our students are already 25 or older, so we are growing outreach to adults, strengthening high school pathways, and adding flexible ways to start.

How We Stay Accountable

Project leaders meet monthly. Progress updates go out quarterly (Oct, Jan, May, July), and the SEM Leadership Team reviews the plan each fall and spring. SEM is a college-wide commitment, shared with K–12, employer, and community partners.