

**Advisory Council on Strategic Enrollment Management
(ACSEM) Charge**

This policy statement was approved by the Academic Senate on May 1, 2025, and approved by the CSULB President on June 23, 2025.
(Supersedes PS 24-11)

The Advisory Council on Strategic Enrollment Management shall serve as the primary shared-governance advisory body to the University on matters associated with Strategic Enrollment Management.

The Advisory Council shall review, evaluate, seek input from the university community on, and make recommendations on strategic enrollment matters.

Such matters include, but are not limited to, strategic recruitment, optimal enrollments, admissions policies reflective of our values, optimal size and rate of growth of student enrollment, strengthening the retention of students, and other strategic support functions. Significant proposed policy changes affecting these areas shall be presented to the ACSEM for consultation before implementation.

The Advisory Council reports to the Executive Committee of the Academic Senate. The ACSEM's annual report, written at the end of the academic year, is forwarded to the Provost and the President.

Membership

The ACSEM shall include the following voting members:

- One tenured or tenure-track faculty member from each College (including University Library) appointed by the Nominating Committee of the Academic Senate with the approval of the Academic Senate (staggered three-year terms)
- One (1) full-time staff member, elected by Staff Council (three-year term)
- One (1) department chair, elected by the Academic Senate after an open call in late spring
- One (1) staff undergraduate advisor elected by the full body of staff advisors
- One (1) college graduate director or advisor, elected by the Academic Senate after an open call in late spring
- One (1) student member, selected by the Associated Students, Inc.

Unless indicated otherwise, voting members shall serve one-year terms.

The ACSEM shall also include the following ex officio, non-voting members:

- Dean of Graduate Studies
- Vice Provost for Academic Planning
- Dean of College of Professional and Continuing Education (or designee)
- Associate Vice President for Budget and Administration
- Associate Vice President, International Education and Global Engagement
- Associate Vice President for Student Affairs & Dean of Students
- Associate Vice President for Undergraduate Studies
- Assistant Vice President, Admissions & Enrollment Management
- Associate Vice President for Enrollment Services
- Associate Vice President, Student Success & Engagement
- Chair of Academic Senate
- Assistant Vice President, Institutional Research & Analytics

The ACSEM shall also include the following non-voting community members:

- One (1) local tier 1 school district representative appointed by the President
- One (1) local community college representative appointed by the President
- These non-voting community members shall also serve one-year terms, but can be renewed up to twice by the President.

EFFECTIVE: Fall 2025