

Strategic Enrolment Management: Core Concepts

SEM Summit
April 24, 2008

Presenters

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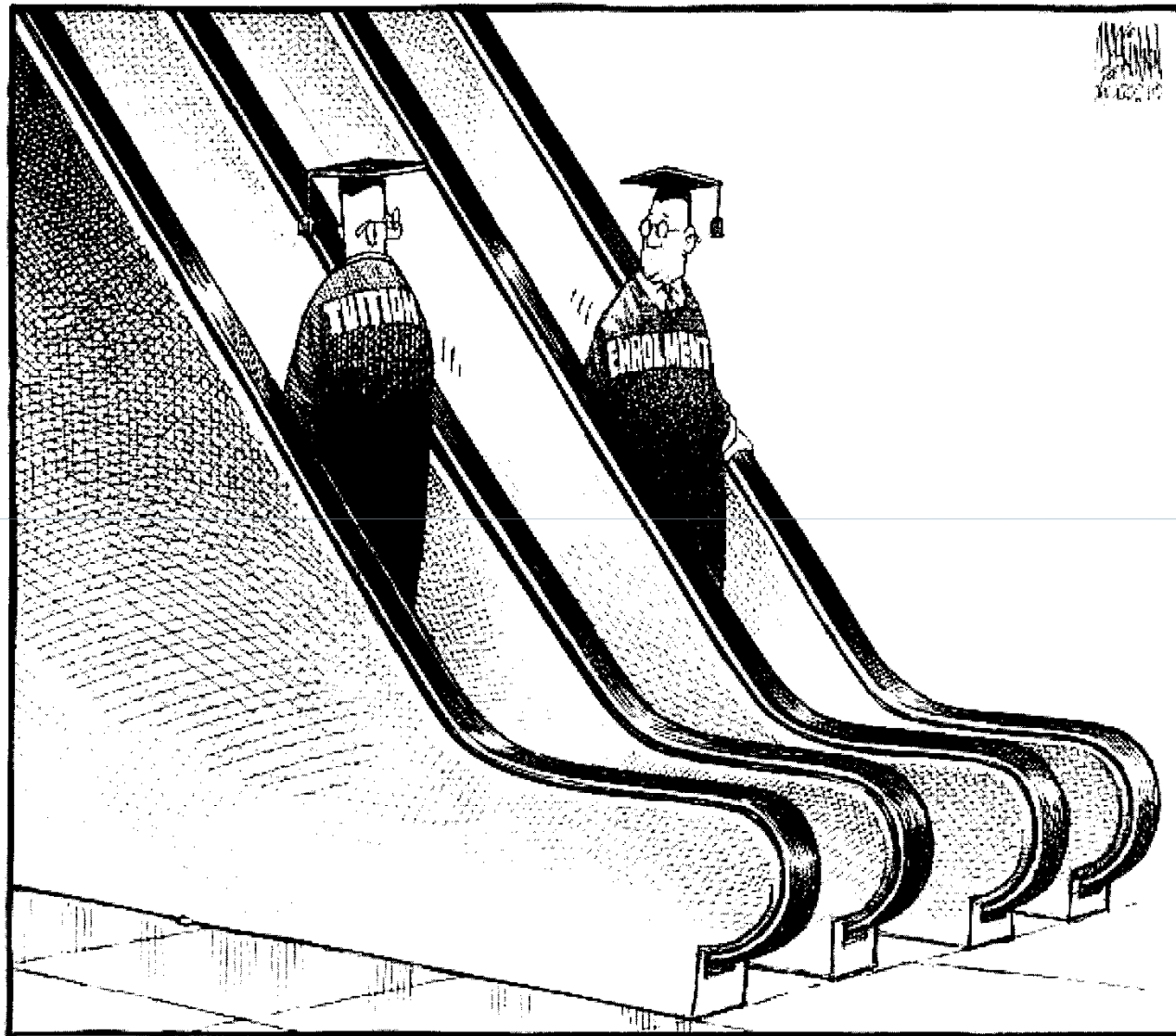
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Session Goals

- *Establish a common understanding of SEM*
 - Definition
 - Some key concepts



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A bit about SEM...

What is SEM?

- SEM is a comprehensive process designed to help an institution achieve and maintain optimum enrolment, where optimum is defined within the academic context of the institution.

Michael Dolence (1993)

- Strategic enrolment management is a concept and process that enables the fulfillment of institutional mission and students' educational goals.

Bob Bontrager (2004)

The Concept of Optimum Enrolment



Institutional Mission and Enrollment Goals Are Determined By:



...with consideration to institutional differentiation!

The Purposes of SEM are Achieved by...

- *Establishing clear goals for the number & types of students needed to fulfil the institutional mission*
- *Promoting student academic success by improving access, transition, retention, & graduation*
- *Promoting institutional success by enabling effective strategic & financial planning*

The Purposes of SEM are Achieved by...

- *Creating a data-rich environment to inform decisions & evaluate strategies*
- *Improving process, organizational & financial efficiency & outcomes*
- *Establishing top quality student-centred service*

The Purposes of SEM are Achieved by...

- *Strengthening communications & collaboration among departments across the campus to support the enrolment program*

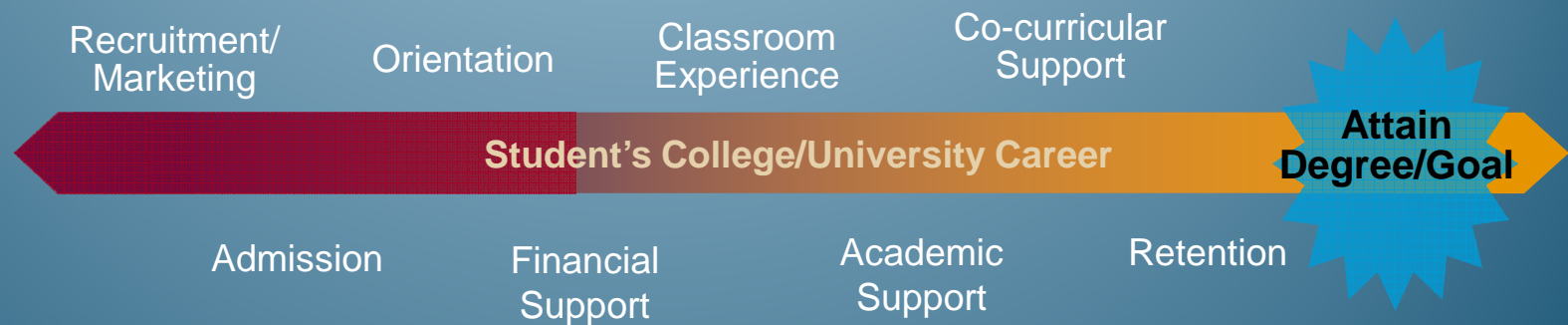
-Bontrager (2004)

Promoting Student Success: The Student Success Continuum



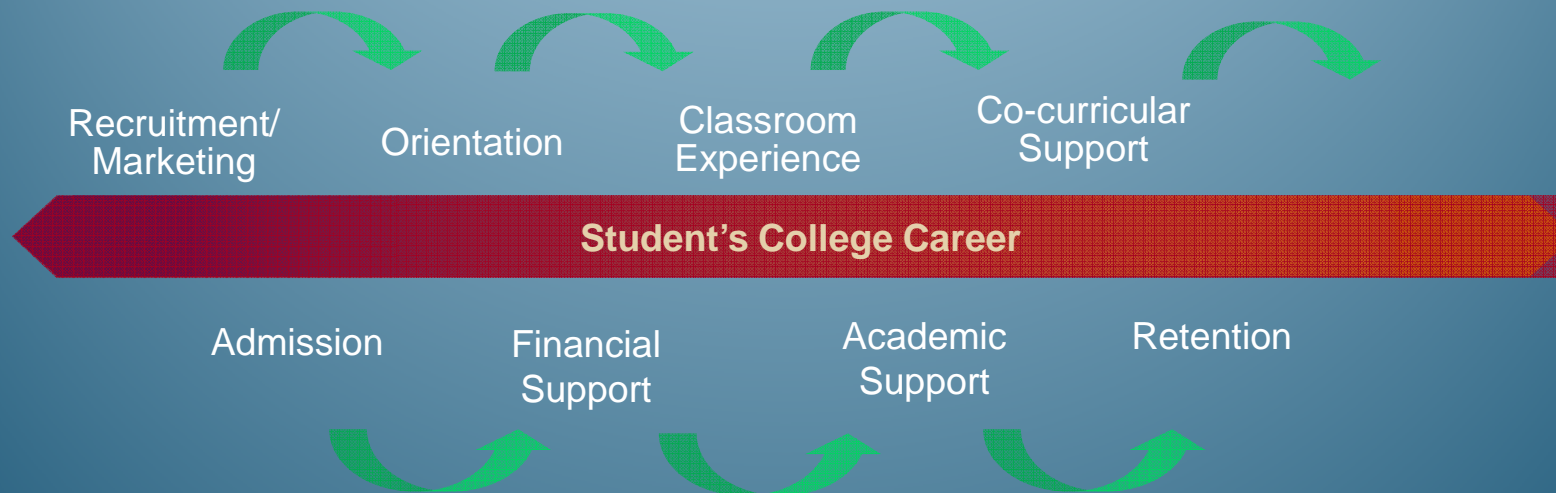
The Student Success Continuum

- *Traditional Enrollment Perspective*



The Student Success Continuum

- *The SEM Perspective*



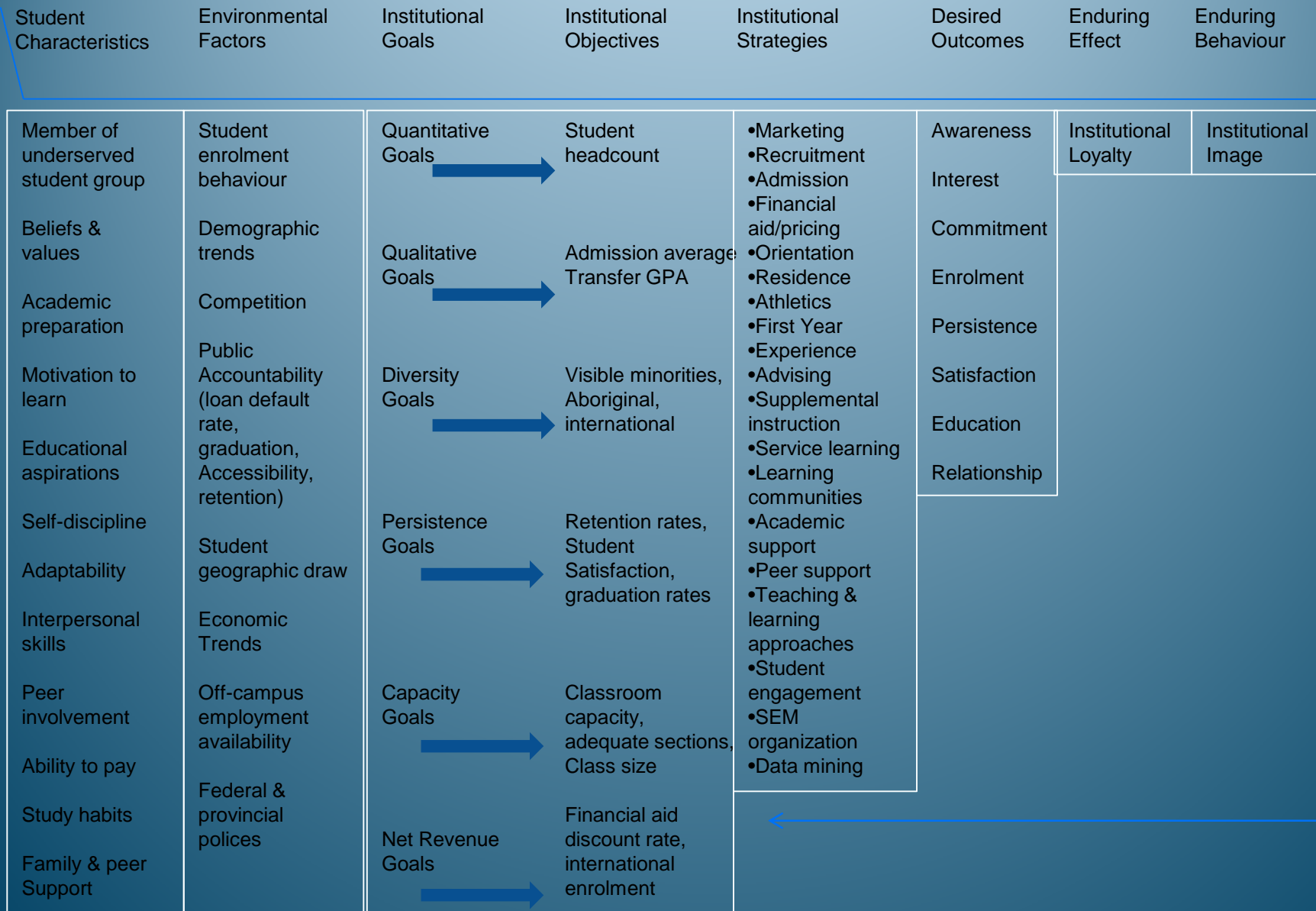
The Enrolment Funnel is Different for Different Students

Student Type:

- Aboriginal Students
- New Canadians
- International Students
- First Generation Students
- Northern Canadians
- Rural Students
- Students with Disabilities
- Dislocated Workers
- Francophone Students
- Sole Support Mothers
- Low-income Students
- Visible Minority Students
- High-Achieving Students



Enrolment Management System



Major SEM Components

- SEM Organization
- Data Mining & Analysis
- SEM Plan
- Marketing
- Recruitment
- Admissions
- Financial Aid
- Student Services
- Retention

What SEM is Not

- *A quick fix*
- *Solely an organizational structure*
- *An enhanced admission & marketing operation*
- *A financial drain on the institutional budget*
- *An administrative function separate from the academic mission of the institution*

SEM Audit

- A quick look at where we all stand in terms of SEM

Q & A

Thank you!