

Bringing confidence and clarity to a complex business.

CHALLENGE

Students judge the quality and relevance of their experiences both within and outside the classroom to determine the value of their education. Even if academic programs are strong and enrolment is sound, the two must work together to create optimum conditions for student and institutional success.

- Have you aligned your enrolment strategies with your academic priorities?
- Is your academic community engaged in the enrolment process?
- Do your enrolment and academic teams work together to foster a student-focused environment?



SOLUTION: *Integrated Enrolment Planning Process by SEM WORKS*

SEM WORKS' Integrated Enrolment Planning Process is designed to help your enrolment managers and academic community focus efforts on shared strategic goals. We'll help you facilitate an integrated approach to academic and enrolment planning – an approach that delivers an actionable enrolment strategy aligned with the academic priorities of your unique institution and individual academic units. Grounded in research on effective practices, the Integrated Enrolment Planning Process fosters faculty engagement in enrolment planning and campus-wide shared responsibility for enrolment outcomes.

POWER POINTS *Opportunities and Benefits*

- The Integrated Enrolment Planning Process is directed by senior consultant Lynda Wallace-Hulecki. Ms. Wallace-Hulecki's 30-year career in Canadian higher education has brought about campus-wide strategic enrolment planning success and transformative change in policies, systems and practices for institutions across Canada.
- Our powerful 5-stage process will provide your institution with everything you need for success – strategic goals, competitive analyses and research, facilitation of meetings with each academic unit, a planning retreat with key constituents and optional implementation services for ongoing support and assistance.

CLIENT REPORT *Institutions throughout North America and the world agree...*

"We are very pleased with the excellent consultancy of the SEM WORKS team. Their understanding of our issues and the nuances of the Canadian system of higher education has been impressive. We look forward to our continued relationship with SEM WORKS as we collaborate on a strategic enrolment management master plan to grow our enrolment." ~ Brian Kytlor, Director of Marketing, Communications, and External Relations
Confederation College

STRATEGIC ENROLMENT MANAGEMENT WORKS

*Senior-level consultants. Impeccable client service.
Tailored, actionable solutions.*

FOR MORE INFORMATION

800/494-3710 e-mail: info@semworks.net www.semworks.net

SEM WORKS INTEGRATED ENROLMENT PLANNING PROCESS.

The Integrated Enrolment Planning Process consists of 5 stages tailored to your institution's needs.

Strategies include improving the quality, mix, size, and/or diversity of student enrolment; enhancing the image and appeal of programs to achieve competitive advantage; cultivating positive relationships with admitted students; fostering proactive interventions inside and outside the classroom to enhance student persistence, performance, and completion; innovations in program and instructional delivery; and systematizing an integrated academic and enrolment planning process for sustained success.

1. Articulating Planning Goals

SEM WORKS consultants will meet with the executive sponsors, academic dean(s), heads of academic units, enrolment and student affairs leaders, as well as staff and student representatives to clarify the academic planning priorities, enrolment trends and goals, situational context, and scope and desired outcomes of the planning process.

Deliverable: A planning approach that outlines the scope, purpose, goals, deliverables, planning structure, involvement of key constituents, planning activities, timelines, success measures, critical success factors and associated costs.

2. Conducting Competitive Analyses and Research (Optional)

SEM WORKS offers a variety of research services to augment available institutional research and analyses. These include a *Demand Analysis*, a *Competitive Analysis*, a *Market Opportunity Analysis*, *Recruitment and Applicant Yield Research*, and a *Strategic Review of Marketing and Recruitment*.

3. Analyzing the Current Environmental Context

SEM WORKS consultants will facilitate a series of meetings with each academic unit to articulate distinctive areas of excellence, internal strengths and weaknesses (e.g., faculty, facilities, technology), and the external opportunities and threats (e.g., social, technological, economic, competitor, labour force, demographic) impacting enrolment.

Deliverable: SEM WORKS will undertake an external environmental scan to validate internal institutional assumptions. Then, we'll prepare a synthesized summary of the environmental conditions, gaps and critical issues impacting the achievement of enrolment goals.

4. Planning Retreat

Consultants will facilitate a planning retreat with key constituents at which best practice principles and strategies for enrolment management are presented within the context of external environmental forces and competitor practices.

Deliverable: SEM WORKS will prepare a detailed report with observations and prioritized recommendations for action that brings together the findings from all aspects of the planning process.

5. Implementation (Optional)

SEM WORKS will provide ongoing support and assistance through remote consultation based upon a monthly retainer fee.

Contact SEM WORKS at info@semworks.net or 800/494-3710 to discuss your specific needs.

