

SEM REVIEW



The **Strategic Enrollment Management (SEM) Readiness Review** provides institutional leadership with a thorough status report on strategy, policy and practice around long-term enrollment planning. It reviews enrollment and academic service operations that support student enrollment and student success against leading practices in the field.

The **SEM Readiness Review** is ideal for institutions that may be experiencing enrollment declines or in other ways not meeting their enrollment objectives. It is commonly requested prior to a **SEM Plan Development** consultation to understand how well positioned the institution is to plan and implement long-range enrollment outcomes.

AACRAO's expertise in leading practices comes from our long history of identifying, showcasing and studying these practices across all institutional types, sizes and settings. No organization is more strongly positioned to bring this expertise to your institution.

What are the intended outcomes?

The **SEM Readiness Review** provides institutional leadership with a broad overview of its formal and informal enrollment structures, as well as observations and recommendations on the effectiveness of key enrollment and academic service units. Generally, these include:

- Level of SEM planning currently in place at the institution
- The organizational alignment of enrollment services/management offices to support enrollment outcomes
- Campus-wide committees, task teams or councils for enrollment, their scope, agenda and effectiveness
- Recruitment
- Enrollment marketing
- Admission
- Financial aid/scholarships
- Registrar (registration and records)

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- Academic advising
- Course scheduling
- Data collection and analysis to support enrollment decision-making

Every consultation is customized to address the challenges of the college or university AACRAO Consulting serves. Often, we are asked to look more closely at one or two areas that are struggling to achieve their outcomes. We balance the review and time on task to assure that those concerns are addressed while providing a comprehensive assessment of the institution's SEM capacity.

What does a consultation look like?

Before we arrive on your campus, we devote significant time to review your website, institutional mission and vision, enrollment trends, student satisfaction data, policy and procedures documentation and other information that you already have or can quickly assemble. No extensive report creation or data collection is required. This allows us to learn as much as we can about your institution and its unique characteristics prior to the onsite portion of the engagement and maximize our time on campus to uncover its culture and gather multiple perspectives on enrollment.

Depending upon the size and complexity of your institution, the onsite portion of the consultation can last from two to four days with two to three being the most common. During this time, consultants interview a wide variety of people, including individuals, small groups (including front-line staff and mid-level

administrators), faculty, directors, campus leaders and/or students. The specific itinerary is determined after speaking with your project team or lead to assure that it addresses your most pressing needs and is balanced to spend appropriate time on your most critical issues. At the end of the onsite visit, we provide initial observations and recommendations to assure that our impressions are accurate and that they have addressed the areas you expected.

Following the visit, you are provided a written report. Each report is customized to reflect your culture, opportunities and challenges. It provides an executive summary and actionable recommendations that are specific to your campus. We include resources that build your institution's knowledge and training opportunities. If organizational changes are recommended, we will include organizational chart ideas and high-level job responsibilities to deploy your staff effectively. In most cases, your report arrives within weeks of the site visit, helping you build momentum for changing practices at your institution.

Who typically contracts with AACRAO Consulting for a SEM Readiness Review?

- Institutions starting a SEM planning project
- Institutions where operational areas of enrollment are not meeting expected outcomes
- Institutions who have questions about appropriate organizational structures, reporting lines or cross-functional collaboration across enrollment units