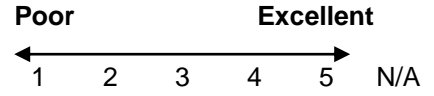


Institutional Strategic Enrolment Management Audit

Rank (circle) your institution's performance on the SEM dimensions listed below, based on this scale:	Poor					Excellent	N/A
	←				→		
	1	2	3	4	5		
1. Clarity of institutional mission	1	2	3	4	5		N/A
2. Clarity of institutional vision	1	2	3	4	5		N/A
3. Alignment of institutional mission and enrolment goals	1	2	3	4	5		N/A
4. Specific enrolment targets based on:							
A. Total enrolment	1	2	3	4	5		N/A
B. Government funding targets	1	2	3	4	5		N/A
C. Ethnicity	1	2	3	4	5		N/A
D. Geographic origin	1	2	3	4	5		N/A
E. Program area	1	2	3	4	5		N/A
F. Other _____	1	2	3	4	5		N/A
5. Coordination of enrolment goals with institutional budget planning	1	2	3	4	5		N/A
6. Institutional research							
A. Amount of relevant data available	1	2	3	4	5		N/A
B. Campus distribution of enrolment data	1	2	3	4	5		N/A
C. Use of enrolment data in campus decision-making	1	2	3	4	5		N/A
7. Development of a recruitment/marketing strategy to support enrolment goals							
A. Positioning of institution in post-secondary marketplace	1	2	3	4	5		N/A
B. "Branding" of institution to differentiate it from other post-secondaries	1	2	3	4	5		N/A
C. Appropriate strategies and plans to attract students	1	2	3	4	5		N/A
8. Development of a strategy to encourage/enhance student retention and academic success							
A. In the classroom setting	1	2	3	4	5		N/A
B. Support services	1	2	3	4	5		N/A
C. Student engagement in campus activities	1	2	3	4	5		N/A

Rank (circle) your institution's performance on the SEM dimensions listed below, based on this scale:



9. Use of financial aid in promoting enrolment goals	1	2	3	4	5	N/A
A. To meet student financial need	1	2	3	4	5	N/A
B. To support recruitment strategy	1	2	3	4	5	N/A
C. To attract students with top enrolment priority	1	2	3	4	5	N/A
D. To attract students in low-enrolled programs	1	2	3	4	5	N/A
E. To support retention of students	1	2	3	4	5	N/A
10. Strategic allocation of funds to support enrolment goals	1	2	3	4	5	N/A
11. SEM participation and buy-in from:						
A. Top-level administrators	1	2	3	4	5	N/A
B. Academic units	1	2	3	4	5	N/A
C. Student service departments	1	2	3	4	5	N/A
D. Aboriginal/international/disabilities programs	1	2	3	4	5	N/A
E. Campus community as a whole	1	2	3	4	5	N/A
12. How well is your SEM structure working?	1	2	3	4	5	N/A

Additional comments/suggestions for addressing strategic enrolment management issues at your institution.

SEM ACTION PLAN

List some suggested areas for improvement:

1. _____
2. _____
3. _____
4. _____
5. _____

<i>Task</i>	<i>Person(s) responsible</i>	<i>Completion date</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____