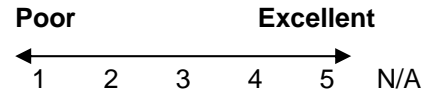


# Institutional Strategic Enrolment Management Audit

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
<b>1. Clarity of institutional mission</b>			1	2	3	4	5	N/A
<b>2. Clarity of institutional vision</b>			1	2	3	4	5	N/A
<b>3. Alignment of institutional mission and enrolment goals</b>			1	2	3	4	5	N/A
<b>4. Specific enrolment targets based on:</b>								
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
<b>5. Coordination of enrolment goals with institutional budget planning</b>			1	2	3	4	5	N/A
<b>6. Institutional research</b>								
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
<b>7. Development of a recruitment/marketing strategy to support enrolment goals</b>								
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
<b>8. Development of a strategy to encourage/enhance student retention and academic success</b>								
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:



<b>9. Use of financial aid in promoting enrolment goals</b>	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
<b>10. Strategic allocation of funds to support enrolment goals</b>	1	2	3	4	5	N/A
<b>11. SEM participation and buy-in from:</b>						
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
<b>12. How well is your SEM structure working?</b>	1	2	3	4	5	N/A

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

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