



CREATING A CULTURE OF COLLABORATIVE AND DATA-INFORMED SEM ON CAMPUS

May 30, 2017 :: 1:00 - 2:30 p.m. EDT

Get lessons learned and practical strategies for developing a SEM culture on your campus.

OVERVIEW

Learn how York University has successfully created a culture of data-informed Strategic Enrollment Management (SEM) on their campus through careful planning, meaningful partnerships, and ongoing dialogue with the campus community. Throughout this online training, we will explore how you can build off of the lessons learned at York University to engage your own campus stakeholders and meaningfully advance the conversation around SEM. Specifically, we will focus on how you can:

- Use storytelling and student personas to begin the conversation
- Develop a strong partnership between enrollment management and institutional research
- Build a cross-campus SEM committee and governance structure
- Continuously analyze and report your process to further refine SEM strategies

WHO SHOULD ATTEND

Teams or individual representatives from Enrollment Management, Student Affairs, and Institutional Research will be able to use the processes and strategies presented in this webcast as a jumping off point to catalyze a stronger culture of SEM on their own campuses.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/webcast/creating-culture-collaborative-and-data-informed-sem-campus



LEARNING OUTCOME

After participating in this online training, you will be able to move towards a more collaborative SEM culture on your own campus.

CONTACT US FOR MORE INFORMATION

Contact Sarah Seigle, Program Manager at Sarah@academicimpressions.com or 720-988-1216 if you'd like additional information about the program.



AGENDA

Tuesday, May 30, 2017 :: 1:00 - 2:30 p.m. EDT

Foundations for a Culture of SEM

This section will detail tools and processes that you can use to get the conversation going on campus and arrive at an initial SEM framework.

- Using storytelling and personas as strategic tools
- Gaining buy-in from academic units and other internal partners
- Creating a SEM framework

Creating an Ongoing Culture of SEM on Campus

This section will elaborate on the specific committees, departmental teams, and consensus building and decision-making structures that can be used to bring your SEM framework to life.

- Building a SEM governance structure
- Engaging the campus community in an ongoing manner: reporting mechanisms and technology

INSTRUCTOR

Michelle Miller, Project Lead, Services for Students, York University

Bio coming soon.



 PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING & REGISTRATION (CIRCLE ONE)

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Postmarked on or before May 23, 2017. After May 23, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

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