AACRAO SEM-EP Field Experience and Peer Review Form
Registered Enrollment Professional Candidate

REP Candidate _____

REP College _____

Telephone _____ Email _____

Visit Date _____ Arrival time _____ Departure Time _____ Virtual? _____

Institution Visited: _____

Instructions: A total of 6 contact hours should be planned for each field visit; approximately 2 hours each in the admissions, registrar, and enrollment management offices, if present. The typed summary of your visit should include your SEM conclusions in a narrative format concerning the level of successful cross - functional activities found in the admission and registrar offices and how they relate to the academic power structure. All three field visit forms should be submitted as a package to SEM-EP and not individually. Additionally, a courtesy copy of the report should be furnished by the REP to the individual host institution as peer visit feedback. *(Institutions should expose SEM EP candidates to multiple hosts)*

Previous Total Fall Term Enrollment _____

Circle/Highlight Institution Type:
   2 Year College/Technical   -   4 Year, Small to Moderate   -   4 Year, Large Public or Private

A) Admissions (2-3 contact hours suggested):
   1. Review office staffing, structure, and scope of office budget.
   2. Review prospect management system, web outreach, and communication plan.
   3. Review application processing system/technologies and decision methods.
   4. Review master student marketing plan, recruitment campaigns.
   5. Discuss enrollment challenges and collaborations related to **Registrar**, Financial Aid, Deans, VPs and Faculty Department Heads.
   6. Cite **strengths and weaknesses** found in the operations.

B) Registrar (2-3 contact hours suggested):
   1. Review office staffing, structure, and scope of office budget.
   2. Review registration system and unique SIS features.
   3. Review web outreach and technologies serving enrollment.
   4. Review calendaring, scheduling. Room utilization, capacity, and faculty/student ratios.
   5. Discuss enrollment challenges and collaborations related to **Admissions**, Financial Aid, Deans, VPs and Faculty Department Heads.
   6. Cite **strengths and weaknesses** found in the operations.

C) Strategic Enrollment Management (SEM) (2 contact hours suggested)

If a SEM division/operation is present, then a portion of the 6 contact hours should be invested in examining the SEM structure. If the presence of a SEM operation is absent, then the remaining 2 hours should be used to learn about another area of your choice related to enrollment management. Suggestions include: Advisement, financial aid, student marketing/recruitment, scholarships, institutional research, retention/student success or student accounts. (*The host campus may suggest a critical department that would be beneficial to visit in relation to enrollment operations*)

The core forces that fuel enrollment success rest upon the intersection of Admission, Registrar and Financial Aid. The journey to reach a mature SEM Division varies among institutions and involves a complex mix of departments that must be orchestrated. These two hours gives you a chance to explore and learn about that integration.

For 2 Hours in Enrollment Management:

1. Identify what EM model exists on that campus (Decentralized/silos, Enrollment Services/one stop shop, EM Committee, Director, Dean or VP for Enrollment Management).

2. Discuss the divisional structure or departments that compose the ES unit and how it coordinates with other vital departments that benefit enrollment outcomes. Briefly discuss how it interacts with President, Academics, Public Relations, Student Affairs, Retention, Bursar, Technology, Student Success and other departments that may impact its operation.

3. *Cite **strengths and weaknesses** found in the level of SEM operation.*

For 2 Hours in an Area Related to Enrollment Management:
1. Review office staffing, structure, and scope of office budget.
2. Review technologies used in this area.
3. Discuss enrollment challenges and collaborations in this area.
4. Cite **strengths and weaknesses** found in the operations.

Primary Enrollment Officer Visit Validation Signature:

Title:

Email:

Phone: