

# SEM PLAN DEVELOPMENT



AACRAO Consulting provides **Strategic Enrollment Management (SEM)** and project management expertise to help your institution develop a long-range **SEM Plan**. This includes helping you set long-range enrollment targets that align with your institutional mission and vision; assembling and analyzing data and information on your external environment and internal enrollment patterns; helping you and your institution set focused goals with the greatest chance to impact enrollment; and developing sound strategies and specific, measurable work plans.

We strongly believe that our greatest assistance comes in guiding your institution to develop its plan and not in handing you a “plug and play” document. When our consultants depart your campus, it should be a stronger institution, invested in the success of the **SEM Plan** and capable of implementing and executing it in the long-term. While this is more work for the institution in the short-term, our experience has shown that it is more beneficial, over time.

Some institutions ask us to continue our help in implementation when they identify shortcomings in their infrastructure or expertise. However, we do not approach our work in SEM planning with an eye toward long-term management contracts—we want to help you build institutional strength that should not rely upon continuous consulting services.

## What does a consultation look like?

As mentioned in our **SEM Readiness Review**, many institutions seek an assessment of institutional health as the first step in developing a **SEM Plan**. Not all institutions may need or desire this but the Review is a common pairing of services.

We start by working with executive leadership of the institution to identify long-range enrollment targets that amplify and support the unique mission and vision of your college or university. Simultaneously, we help you identify and begin work with an institutional enrollment

*Continued on back.*

data team. This team will assemble and analyze data with help from your AACRAO consultant. We lay out the timeline for the development of the **SEM Plan** with specific steps that need to be taken to build the plan using campus-wide, cross-functional teams. This includes the establishment of a governance system and process for the plan.

After initial background work to identify long-range enrollment targets and assemble institutional data and environmental scans, the planning process kicks off with a meeting of the SEM planning teams. These teams review and digest the data and information to identify the top goals for recruitment and retention that will help your institution reach its desired enrollment outcomes.

Using the governance system and process established at the start of the consultation, each step—focused goals, strategies and tactical work plans—is reviewed and approved to assure that they align with the broad institutional mission, vision and budgetary realities of your college or university.

At each step in the development process, we provide expert guidance, using proven solutions or developing unique solutions to meet never-before-seen challenges. This blend of content expertise and creativity is a hallmark of AACRAO's consulting services.

### How long does it take to build a SEM Plan?

From the first visit to campus until the presentation of a long-range SEM Plan, the time to help you construct your **SEM Plan** varies from six to 12 months. The most common time frame is eight to nine months. This incorporates the time to assemble institutional data in ways it has not been reported before, research the enrollment environment, assemble and charge institutional planning teams, guide the development process and compile the **SEM Plan**.

Along the way, we work to provide advice on short-term enrollment gains. **SEM Plans** are aimed at long-range enrollment targets yet most institutions desire or need short-term wins. Our focus is on your long-term enrollment health but we are practical in our assistance and understand that short-term gains are also important to the immediate health of the institution.

### Who typically contracts AACRAO Consulting to help build a SEM Plan?

- Institutions who don't have a long-range enrollment plan
- Institutions who have a SEM Plan but need to update it due to poor results from or successful attainment of a prior SEM Plan's goals
- Institutions whose enrollment falls short of desired outcomes