AACRAO SEM-EP Virtual Visit Instructions

Use this form to guide field visit reports for **AACRAO Scheduled Visits**

### *Note about AACRAO-Scheduled Field Visits*

*If you are writing a report for a field visit organized by AACRAO, you do not need to submit the ‘Virtual Visit Review Form’ which includes a sign-off from a representative (or representatives) at the host institution. However, if you organize a field visit on your own, you must submit the signed form along with your typed report.*

## Instructions

* Candidates must develop a brief essay report of 2 to 3 typed pages (single-spaced) addressing the topics listed below *for each visit*.
* This typed summary must include your SEM conclusions in a narrative format concerning the level of cross-functional activities found in the admissions and registrar offices and how they relate to the academic power structure.
* You should submit the field visit reports in one single file. In total, the three visits should be 6 to 9 pages long. You may choose to email individual reports directly to [sem-ep@aacrao.org](mailto:sem-ep@aacrao.org) for review, however.

1. **Admissions**
   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 and recruitment campaigns
   5. Discuss any enrollment challenges and collaborations related to Registrar, Financial Aid, Deans, VPs, and Faculty Department Heads
   6. Cite **strengths** and **weaknesses** found in the operations
2. **Registrar**
   1. Review office staffing, structure, and scope of office budget
   2. Review registrations 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 any enrollment challenges and collaborations related to Admissions, Financial Aid, Deans, VPs, and Faculty Department Heads
   6. Cite **strengths** and **weaknesses** found in the operations
3. **Strategic Enrollment Management**

*For visits* ***with*** *a dedicated EM division or department – if not present, skip C and use D*

* 1. Identify what EM model exists on the host institution’s 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 the 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

1. **Area Related to Enrollment Management**

*For visits* ***without*** *a dedicated EM division or department – if one is present skip D and use C*

* 1. Review office staffing, structure, and scope of office budget
  2. Review technologies used in this area
  3. Review enrollment challenges and collaborations in this area
  4. Cite **strengths** and **weaknesses** found in the operations