

LEARNING OUTCOMES

AACRAO Strategic Enrollment Management Endorsement Program (SEM-EP)



WEBINARS	ESSENTIALS OF SEM ONLINE COURSE	FIELD VISITS	
<p>To gain exposure to 3 different enrollment-management related topics.</p> <p>To apply the knowledge from the webinars to your enrollment operations.</p> <p>To demonstrate the strengths/weaknesses within enrollment management areas of your own institution based on the topics discussed in the webinars.</p>	<p>To become conversant with the core concepts of SEM.</p> <p>To gain familiarity with leading SEM literature and practice.</p> <p>To understand primary tools of SEM and guidelines for effective deployment.</p> <p>To test the implementation of SEM concepts with experts and with peers.</p> <p>To develop knowledge and skills to promote professional advancement.</p>	<p>To understand the operations of Admissions Offices at three other colleges.</p> <p>To understand the operations of Registrar Offices at three other colleges.</p> <p>To understand the operations of Financial Aid Offices at three other colleges.</p> <p>To gain exposure to enrollment management practices at other colleges.</p> <p>To develop a network of colleagues in the profession.</p> <p>To demonstrate a better understanding of successful cross function among admissions, financial aid, registrar, and enrollment offices and how they relate to each other regarding common goals.</p>	
<p>CAPSTONE</p> <p>To apply knowledge gained from the webinars, field visits and online course.</p>	<p>OPTION 1 Mini Research Capstone Project</p> <p>To demonstrate the ability to track and analyze a local population of students.</p> <p>To demonstrate the ability to report conversion outcomes between a control group and an experimental group.</p> <p>To demonstrate the ability to construct an exercise to collect data designed to track enrollment.</p>	<p>OPTION 2 Literature Review</p> <p>To demonstrate research skills.</p> <p>To demonstrate understanding of a foundational EM concept.</p> <p>To demonstrate the ability to organize a list of sources and an accompanying paragraph that explains and evaluates each entry in terms of quality, authority and relevance through an annotated bibliography.</p>	<p>OPTION 3 Enrollment Planning Models or Plans</p> <p>To develop a model that showcases the components of an enrollment plan.</p> <p>To demonstrate the ability to formulate a plan using an outline of a SEM plan, an enrollment planning budget or a research model designed to study/rank effective outreach tools to improve/measure enrollment.</p>