

AACRAO CONSULTING SERVICES

SEM REVIEW

Our consultants prepare a thorough report on strategy, policy, and practice for long-term enrollment and learner-success planning after our Strategic Enrollment Management Review.



HOW DO YOU KNOW IF YOUR INSTITUTION IS “SEM READY?”

Our SEM Review is ideal if your institution is experiencing enrollment declines or not meeting enrollment goals. We commonly perform this review prior to or in conjunction with our SEM Plan Development consultation service to understand whether your institution is well-positioned to plan and implement long-range enrollment and learner-success outcomes.

AACRAO’s expertise in leading practices comes from our long history of identifying, showcasing, and researching enrollment management approaches across all institutional types, sizes, and settings. No consulting firm is better equipped to deliver this specialized, practitioner-led expertise to your institution.

WHO TYPICALLY CONTRACTS WITH AACRAO CONSULTING FOR SEM REVIEW?

- Institutions starting a SEM planning project.
- Institutions where operational areas of enrollment and learner success are not meeting expected outcomes.
- Institutions that have questions about appropriate organizational structures, reporting lines, or cross-functional collaboration across enrollment units.
- Institutions committed to continuous improvement models.

WHAT DOES A CONSULTATION LOOK LIKE?

Before arriving on your campus, we devote significant time to review your website, institutional mission and vision, enrollment trends, learner-satisfaction data, policy and procedures documentation, and other information you already have or can quickly assemble. We don’t require extensive report creation or data collection. We learn as much as we can about your institution and its unique characteristics prior to the on-site portion of the engagement and maximize our time on campus to uncover its culture and gather multiple perspectives on enrollment and learner success.

Depending upon the size and complexity of your institution, the on-site portion of the consultation can last from two to four days with two to three days being the most common.



I appreciate the experience, tact, diplomacy, and empathy that AACRAO Consulting brought to our engagement.

— Kristin Tichenor, Former Senior Vice President of Enrollment & Institutional Strategy, Worcester Polytechnic Institute

SEM REVIEW (continued)

WHAT ARE THE INTENDED OUTCOMES?

Your SEM Review delivers a working overview of formal and informal enrollment structures, with observations and recommendations on the effectiveness of your key enrollment and learner-service units. Generally, these include an assessment of:

- The level of SEM planning currently in place at the institution.
- Organizational alignment among enrollment services and management offices to support enrollment and learner-success outcomes.
- Campuswide committees, task teams, or councils for enrollment, their scope, agenda, and effectiveness.
- Sophistication of data collection and analysis to support enrollment decision-making.
- Specific areas such as:
 - Academic advising models
 - Admission policies and practices, and recruitment
 - Course scheduling impact and effectiveness
 - Enrollment marketing, branding, and outreach
 - Financial aid, scholarships inventory, and application process
 - Registrar policies and practices for records and registration

Every consultation is customized to address your college or university's specific strengths and opportunities. Often, we are asked to examine one or two areas more closely. However, we balance our review and time on task to ensure that any concerns are addressed while comprehensively assessing an institution's SEM capacity.

WHAT DOES A CONSULTATION LOOK LIKE? (continued)

Our consultants interview various people, including individuals, small groups (e.g., front-line staff and mid-level administrators), faculty, directors, campus leaders and/or learners. After speaking with your project team or lead, we determine a more specific itinerary to ensure that it addresses your most pressing needs and is balanced to spend appropriate time on your most critical issues. At the end of the on-site visit, we provide initial observations and recommendations to assure that our impressions are accurate and that they have addressed the areas you expected.

Following the visit, we provide a written report customized to reflect your culture, strengths, opportunities, and challenges, including an executive summary and actionable recommendations specific to your campus. We share resources that build your institution's knowledge and training opportunities. We may recommend organizational changes, and include organizational chart ideas and high-level job responsibilities to deploy your staff effectively. In most cases, your report arrives within six to eight weeks of the site visit, helping you gauge the momentum needed to change your institution's practices.



AACRAO
CONSULTING

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