

LEARNING OUTCOMES

AACRAO Strategic Enrollment Management Endorsement Program (SEM-EP)



WEBINARS	ESSENTIALS OF SEM ONLINE COURSE	FIELD VISITS	
To gain exposure to 3 different enrollment-management related topics. To apply the knowledge from the webinars to your enrollment operations. To demonstrate the strengths/weaknesses within enrollment management areas of your own institution based on the topics discussed in the webinars.	To become conversant with the core concepts of SEM. To gain familiarity with leading SEM literature and practice. To understand primary tools of SEM and guidelines for effective deployment. To test the implementation of SEM concepts with experts and with peers. To develop knowledge and skills to promote professional advancement.	To understand the operations of Admissions Offices at three other colleges. To understand the operations of Registrar Offices at three other colleges. To understand the operations of Financial Aid Offices at three other colleges. To gain exposure to enrollment management practices at other colleges. To develop a network of colleagues in the profession. 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.	
CAPSTONE To apply knowledge gained from the webinars, field visits and online course.	OPTION 1 Mini Research Capstone Project To demonstrate the ability to track and analyze a local population of students. To demonstrate the ability to report conversion outcomes between a control group and an experimental group. To demonstrate the ability to construct an exercise to collect data designed to track enrollment.	OPTION 2 Literature Review To demonstrate research skills. To demonstrate understanding of a foundational EM concept. 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.	OPTION 3 Enrollment Planning Models or Plans To develop a model that showcases the components of an enrollment plan. 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.