

Strategic Enrolment Management Committee

Terms of Reference

The Strategic Enrolment Management Committee is a standing committee of Provost's Group and provides leadership on enrolment planning for the university. The Chair of the committee serves as a liaison to both Deans' Council and the President's Budget Committee for enrolment-related information.

1. Mandate

- 1.1 To analyze application, retention, and enrolment trends and provide recommendations for future enrolment decisions;
- 1.2 To create, in consultation with the Provost, an annual institutional enrolment plan;
- 1.3 To maintain and develop enrolment planning tools; and,
- 1.4 To review strategic enrolment management best practices and make recommendations to the Provost's Group for revisions to the internal enrolment models and to the committee's terms of reference.

2. Accountability

- 2.1 The committee reports to Provost's Group as a standing committee;
- 2.2 The committee Chair will summarize regularly for the Provost current trends and issues;
- 2.3 The committee Chair will provide reports to Deans' Council on current enrolment trends and issues, at least once per term; and,
- 2.4 The committee Chair will provide updates to President's Budget Committee on items relating enrolment to budget forecasting, at least once per term.

3. Membership

- 3.1 The Associate Vice-President, Planning & Analysis and Registrar (Chair);
- 3.2 One member to be appointed by the respective Dean, for each of:
 - 3.2.1 Faculty of Arts and Science;
 - 3.2.2 Faculty of Fine Arts and Communications;
 - 3.2.3 Faculty of Health and Community Studies;
 - 3.2.4 Faculty of Nursing;
 - 3.2.5 School of Business; and,
 - 3.2.6 School of Continuing Education.
- 3.3 Additional Resources:
 - 3.3.1 Up to three members, appointed by the Provost, including at least one from MacEwan International;
 - 3.3.2 One member from Institutional Analysis and Planning, appointed by the committee Chair;
 - 3.3.3 One member from the Office of the University Registrar, appointed by the committee Chair, and
 - 3.3.4 One member from the Office of Communications, appointed by the Provost.

4. Operations of the Committee

- 4.1 Members appointed by a Dean will represent their area in outlining the internal decision parameters for that area;
- 4.2 The committee will:

- 4.2.1 Meet monthly in Fall and Winter terms and as needed in the Spring and Summer terms;
- 4.2.2 Incorporate inputs from Deans' Council regarding enrolment targets, program priorities, and future program development;
- 4.2.3 Analyze application, retention, and enrolment data;
- 4.2.4 Consider strategies related to enrolment management including, but not limited to, class sizes, cohort sizes, learning modalities, space, and international students, and make recommendations as needed;
- 4.2.5 Create an annual strategic enrolment plan with a three-year window and which will include trends and objectives;
- 4.2.6 Recommend enrolment projection tables for the Comprehensive Institutional Plan; and,
- 4.2.7 Assess the effectiveness of enrolment planning and determine if additional tools or procedures are needed to provide more accurate forecasting.