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.