

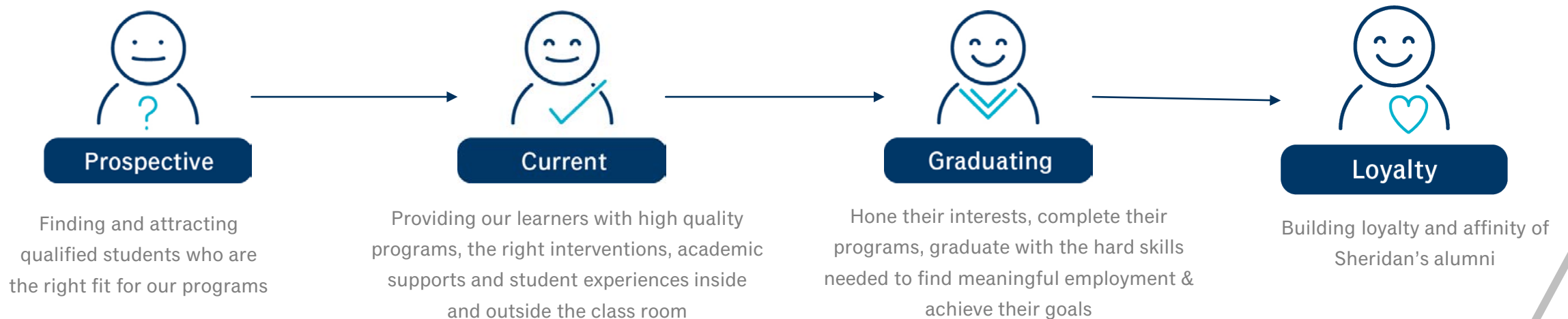
Sheridan



STRATEGIC ENROLMENT MANAGEMENT

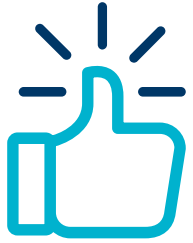
An integrated, data driven approach for attracting, recruiting, enrolling, retaining, graduating and building institutional loyalty with students throughout their educational journey

Managing the relationship between the student and Sheridan through a process of seamless service delivery inside and outside the classroom



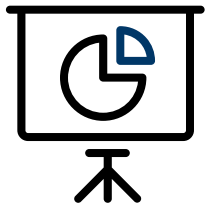
Sheridan

THE PURPOSE OF SEM



Student's Academic Success

Placing emphasis on students' success by being more calculated, thoughtful and intentional in our recruitment, admission and retention practices



Communication and Collaboration

Rooted in academic context, encompasses marketing, admin operations, student affairs and curriculum planning to identify and meet our enrolment targets




Effective Strategic and Financial Planning

Using evidence based approach and establishing a data-rich environment to inform decisions, evaluate strategies, improve processes and outcomes.



Effectively implemented, SEM plan
operationalizes Sheridan's Academic Plan



"The key to success in the
21st century is alignment;
Staying in alignment with a world that will be
characterized by complexity, diversity, and pace of
change."

- Ed Barlow, Futurist -

OUR ENROLMENT VISION

SUSTAINED SUCCESS THROUGH A "ONE SHERIDAN" MINDSET, STRATEGIC ENROLMENT
GROWTH, DIVERSIFICATION AND INNOVATION

WE ALL HAVE A ROLE TO PLAY

“Each one of us helps to create an environment that puts learners first”

KEY CORE THEMES OF SEM



Strategic
Enrolment
Growth



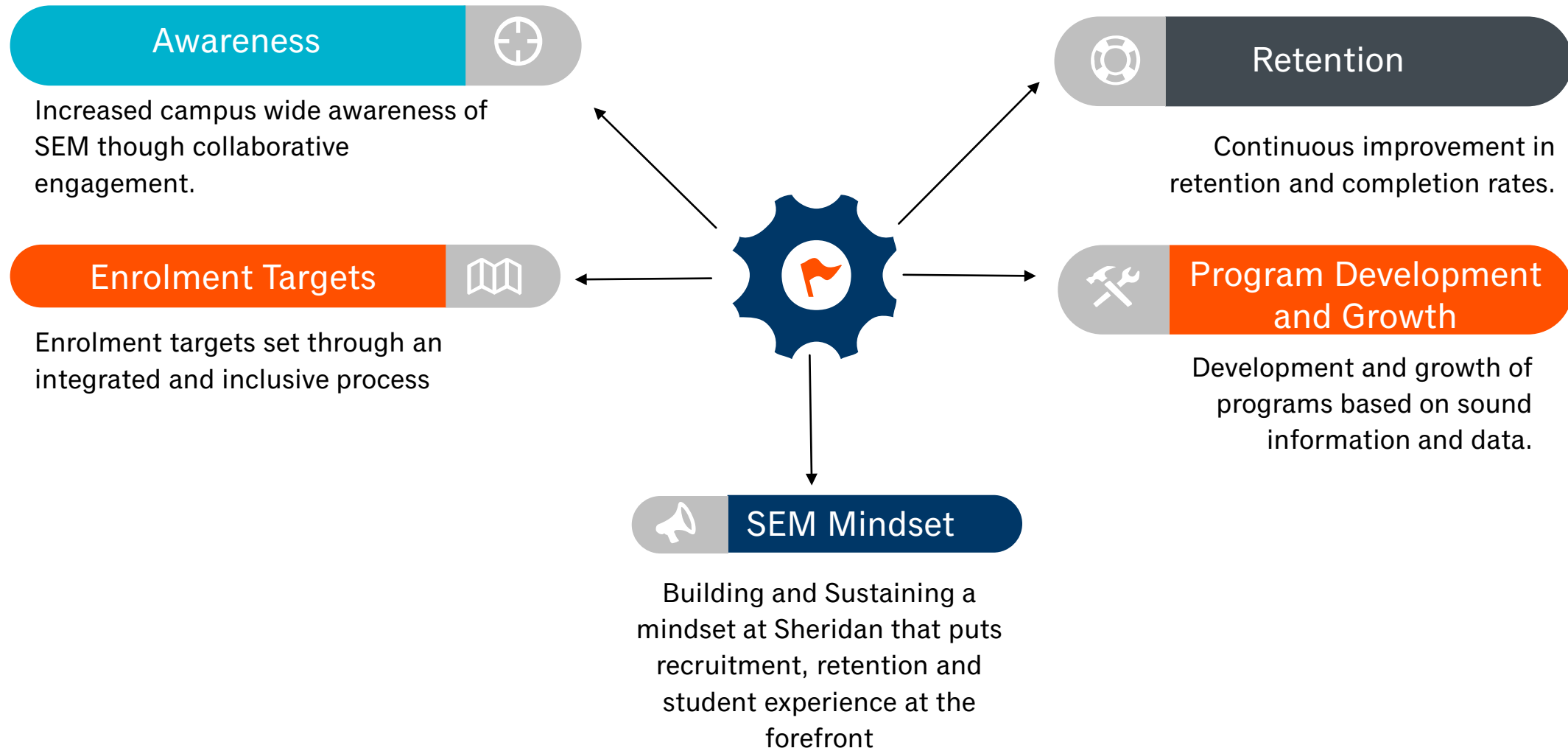
Student
Persistence and
Experience



Optimizing
Program
Enrolment

Sheridan

What will be the results of our success?



Q3 – Q4: 2017 - 2018

Q4: 2017-2018

Q1/2 2018 - 2019

Q3: 2018

Q3/4: 2018

2019/2020

2020/2021

Discovery



In Depth diagnostic assessment of the “current state” relative to effective/best practices in SEM at both the strategic and tactical levels

Goal Setting and Strategic Vision



Formulation of the desired enrolment vision and goals for the “future state” and an actionable SEM Strategy & Plan

Research and Strategy Development



Final SEM Plan

Implementation



A staged approach to implementation with initial focus on building the foundations and capacity for success over the longer term.

TELL US
WHAT YOU
THINK



s.e.m@sheridancollege.ca