



STRATEGIC ENROLLMENT MANAGEMENT TEAM Terms of Reference

EFFECTIVE: October 1982
REVISED: September 2008
REVIEWED:
RELATED POLICIES: <http://www.nlc.bc.ca/about.orgcharts.php>

MISSION STATEMENT

Northern Lights College is a driver of learning excellence, which exists to enhance and enrich the quality of life of the people and communities in the college region.

STRATEGIC GOAL

Create, implement and evaluate a data driven framework which assists the College in recruiting students and retaining them through to credential completion. This framework incorporates the use of support, services and instructional design to aid in student success, wherein success is defined in terms of the student's educational goals and employment outcome.

PROCESSES

The SEM team will follow a set of processes which will assist in establishing a comprehensive framework:

- Research and review current/past enrollment and retention data and practices
- Consult with appropriate groups to seek information, advice and assistance
- Interpret and analyze trends in student profiles within a variety of regional and national economic contexts
- Establish metrics for service and program areas
- Implement changes to business practices which assist in meeting the strategic goal
- Communicate SEM strategies and outcomes within the College community to increase awareness, agreement, and support

OUTCOMES

- Provide a three year plan outlining the strategic framework for achieving SEM goals
- Provide an annual plan outlining activities in support of objectives
- Provide an annual review of activities and revise objectives and activities as appropriate
- Provide guidelines for changes to business practices
- Utilize business practices within each division to support objectives
- Communicate plans and outcomes of strategic framework to the College community in a face-to-face forum and via electronic distribution

STRUCTURE

Membership to include: (14)

- Representative from Deans' committee
- Representative from campus administration

- Representative from student services campus operations
- Recruitment Manager
- Regional Coordinator of Library Services
- Coordinator of Student Development
- Coordinator of Student Wellness
- Representative from Aboriginal Coordinators
- Disability Services Coordinator
- Information Technology Manager
- Representative from Colleague Student – Regional Operations
- Representative from Financial Aid
- Marketing Manager
- Dean of Learner Services (Chair)

MEETINGS

- To be held the last Thursday of each month
- No meetings during July and August
- Location will be primarily Dawson Creek and Fort St. John, with three meetings a year held at alternate campuses
- One fall and one spring meeting will be held face-to-face
- Agenda and supporting documents provided electronically one week prior to meeting date

REPORTING GUIDELINES

- Strategic plans and outcomes will be reported to the Administration Team quarterly
- Strategic goals and outcomes will be reported to the Board on an annual basis

RESOURCES

- Support for SEM will be through Learner Services
- Budget requests will come through Administrative Committee approval
- Financial support for travel, meetings and training is assigned a SEM budget code