



Memorandum

Deputy Provost (Student Life and Learning)

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TO: Senate

FROM: Morton J. Mendelson, Deputy-Provost (Student Life and Learning)
Kathleen Massey, University Registrar and Executive Director, Enrolment Services

SUBJECT: Report on Strategic Enrolment Management

DATE: March 21, 2012

DOCUMENT #: D11-49 Document Number

ACTION REQUIRED: INFORMATION APPROVAL/DECISION

ISSUE: Report on implementation of the McGill Strategic Enrolment Management (SEM) Plan.

BACKGROUND & RATIONALE: Senators endorsed the six strategic imperatives of the McGill SEM Plan at the March 23, 2011 Senate meeting. A request was made during that meeting to provide Senators with an update on the implementation of the SEM Plan. This report is provided to fulfill that request.

MOTION OR RESOLUTION FOR APPROVAL: N/A

PRIOR CONSULTATION: The following have been consulted regarding information contained in this report:

- McGill recruitment representatives
- Deputy Provost (Student Life and Learning)
- Graduate and Postdoctoral Studies
- Enrolment Services
- Strategic Enrolment Management Advisory (SEMA)
- Deans

NEXT STEPS: N/A

APPENDICES: Appendix A: Senate Report on the Implementation of the McGill SEM Plan

Appendix A: Senate Report on the Implementation of the McGill SEM Plan
K. Massey, University Registrar and Executive Director, Enrolment Services
March 21, 2012

Senate endorsed the six strategic imperatives of the Strategic Enrolment Management (SEM) plan at its March 2011 meeting. At the time, Senate requested a one-year update on the progress of the implementation of the plan at the local level across the McGill community. The following is a report of the status of that implementation.

Several activities have occurred or are planned to support the local animation of the McGill SEM Plan. These address the full spectrum of goals raised in the plan, including those pertaining to recruitment, retention and graduation for all types of students.

1. Recruitment:

a. Pan-McGill Recruitment Retreat:

On June 6, 2011, a student recruitment retreat was held involving 26 colleagues who work in recruitment at the level of the University, faculties and local academic units. The retreat led to a number of ideas and plans for collaboration among units on issues pertaining to student recruitment. A final report was circulated to all who were invited to attend. The value of the collaborative retreat was to develop an understanding of common recruitment goals across the University and to identify ways to share resources (money, time, people, knowledge, etc.) among units to achieve them.

b. McGill Recruitment Plan:

Many local recruitment teams contributed to the McGill Student Recruitment Plan, which was developed during the spring and summer of 2011 and is near completion. It reflects strategies for the recruitment of all types of students and initiatives planned by the School of Continuing Studies, the Aboriginal recruitment team from First Peoples' House, Graduate and Postdoctoral Studies, the Schulich School of Music, the Faculty of Agriculture and Environmental Sciences, the Faculty of Medicine, and Enrolment Services. The McGill Recruitment Plan will be finalized by April 30, 2012.

2. Retention and Graduation:

a. McGill SEM Conference 2012

Three hundred McGill colleagues have been invited to attend the first McGill SEM conference on March 30, 2012. The conference will be focused on animating the SEM plan at the local level, whether in academic or student-service units. The theme is student retention and graduation, and the conference has been designed to engage McGill colleagues in sharing ideas with each other that would result in improved results in both areas. Dr. Jim Black, a well-regarded expert in the field of SEM, will address attendees and will share best practices and research on SEM generally and specifically in the areas of student success. The conference is being offered as a means to educate colleagues about the McGill SEM plan and goals and to assist colleagues in creating, documenting and implementing effective plans to address local retention and graduation challenges, whether at the undergraduate or graduate level.