SAINT LOUIS UNIVERSITY
2012–18 STRATEGIC ENROLLMENT MANAGEMENT (SEM) PLAN
Embracing best practices for student enrollment and success at a national research university.

VISION
The 2018 Undergraduate Bicentennial Billiken Student Profile
1. Increase the academic profile of the freshman class.
2. Increase diversity of the undergraduate student body.
3. Maintain a strong Catholic population.
4. Optimize University service capacities in order to limit tuition increases.
5. Increase student retention and graduation levels.

COLLABORATION
Research and Data Sharing Forum
+ Provides a monthly opportunity for meaningful University-wide discussions of research and data related to SLU’s SEM objectives.
+ Topics covered by presentations include results from student satisfaction surveys, retention audits, market assessments and competitor analysis.
+ Meeting schedules and materials are stored in an online repository located on the SLU SEM homepage: slu.edu/x87981.xml.

STRATEGY
SEM Plan Objectives
1. Establish clear goals for the number and types of students needed to fulfill SLU’s mission.
2. Promote students’ success by improving transition, retention and graduation rates.
3. Promote University success by enabling effective strategic and financial planning.
4. Create a data-rich environment to inform decisions and evaluate strategies.
5. Improve the efficiency and outcomes of the University’s organizational and financial processes.
6. Strengthen communications and marketing with internal and external stakeholders.
7. Increase collaboration among departments across campus to support enrollment programs.

GOVERNANCE
SEM Executive Steering Committee
+ Charged with discussing, monitoring and evaluating all aspects relating to the recruitment, retention, graduation and support of students at SLU.
+ Works toward achievement of long-term enrollment goals by securing the approval of strategies through appropriate institutional channels and communication with executive staff.

Three SEM Councils
Research and Reporting Council
+ Develops and executes the enrollment reporting profiles and inventory, market and environment scanning, student enrollment behavior research and enrollment models.
+ Provides data and analysis to other councils and the executive steering committee.

Recruitment Council
+ Develops and tracks annual strategic goals for new student recruitment.
+ Reviews, approves and recommends action plans to the executive steering committee.

Retention and Student Success Council
+ Develops and tracks annual strategic goals for improving retention and graduation rates.
+ Reviews, approves and recommends action plans to the executive steering committee.