Saint Louis University Mission
The pursuit of truth for the greater glory of God and for the service of humanity.

The University seeks excellence in the fulfillment of its corporate purposes of teaching, research, health care and service to the community. It is dedicated to leadership in the continuing quest for understanding of God’s creation and for the discovery, dissemination and integration of the values, knowledge and skills required to transform society in the spirit of the Gospels. As a Catholic, Jesuit university, this pursuit is motivated by the inspiration and values of the Judeo-Christian tradition and is guided by the spiritual and intellectual ideals of the Society of Jesus.

To build and maintain student enrollment and success levels that will allow Saint Louis University be recognized as one of the leading national research universities in the U.S.

ERM Mission: The Division of Enrollment and Retention Management (ERM) collaborates with the Saint Louis University community in synthesizing research and services to support the fulfillment of the University’s mission, strategic enrollment vision and our students’ educational goals.

ERM Vision: The Division of Enrollment and Retention Management (ERM) is committed to developing and using global best practices in student enrollment and success.

University Strategic Objectives

Strategic Vision: We will be a mission-centric high performance culture that values its people and will eventually be recognized as one the leading national universities. We will translate mission into actions that bring distinction within the context of these themes.

1. Improve Academic and Research Performance and Reputation: Improve academic and research performance leading to increased reputation of excellence in student learning, research and health care
2. Utilize Prudent Fiscal Management to Build on Financial Strength: Strong financial management through prudent budgeting and conscious decision making on the necessary level of strategic programmatic investment.
4. Continue Campus and Community Development: Provide an attractive and safe environment that contributes to the recruitment and retention of students, patients, faculty and staff.
5. Develop our People and Leadership: Provide comprehensive leadership development aligned with strategic goals.

University Strategic Direction for Student Enrollment

To build and maintain student enrollment and success levels that will allow Saint Louis University be recognized as one of the leading national research universities in the U.S.

ERM Strategic Goals 2012—2018

I 2012-18 Strategic Enrollment Management (SEM) Plan, goal targets and SEM Governance Organization
II Establish Strategic Enrollment Targets and Preferred Student Profiles
III Update the Undergraduate Retention Management Plan
IV Grow the Total Net Revenue from Academic Enterprise
V Build Additional Strategic Partnerships with Key Domestic and International Institutions to Maintain Strong Student Pipelines

ERM Values

SERVICE: We are a student-centered community. When we establish policies, make decisions or take actions, we do so with the students’ best interests in mind.

EXCELLENCE: We look for opportunities to exceed the expectations of those we serve through efficient and effective processes. We seek continuous improvement.

INTEGRITY: We conduct ourselves in a truthful, moral and honorable fashion. We maintain compliance and confidentiality standards.

TEAMWORK: We respect our staff, faculty and administration as we work together for the common good. We actively strive to enhance collaboration within the University and our communities by building healthy and supportive partnerships.

LEARNING: We are committed to student success. We seek continual learning opportunities and self-improvement through training and engagement, and strive to add value with data-informed decisions.

RESPECT: We seek and support diversity in our programs and participants. We value the ideas and needs of internal and external constituents.
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.