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| Template for Effective Engagement with Academic Administrators in the SEM Planning Process  |
| **UVic’s Campus Culture** | * **Founded in 1963**
* **22000+ students (undergraduate and graduate)**
* **80% of our students are from outside Victoria**
* **900 full-time faculty members**
* **55 research chairs across a wide range of disciplines**
* **#2 ranked Comprehensive University in Canada (MacLean’s)**
* **UVic has undergone significant enrolment changes over the past decade (graduate, Indigenous, International)**
* **New institutional planning documents (Strategic Framework, Indigenous Plan, International Plan)**
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| **Questions to consider:** | 1. What are important characteristics of your campus that need to be taken into consideration when developing an institutional plan?
2. How familiar is your campus with the SEM process?
3. Do you have any guiding documents? (Strategic Plans)
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| **Your Campus Culture** |  |
| **UVic’s Engagement Objectives** | 1. **Commitment to inform and educate the community about the SEM process**
2. **Respect institutional governance and academic leadership structures**
3. **Involve faculty from across the institution in critical milestones of the process**
4. **Ensure effective two-way dialogue through the process**
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| **Questions to consider:** | 1. What does effective academic engagement on your campus look like?
2. How can you create opportunities to both inform and receive feedback on the work that is being undertaken?
3. What important leadership or governance structures need to be engaged throughout the process?
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| **Your Engagement Objectives** |  |
| **UVic’s Key Messages / Communications** | * **An organizational framework and activities that enable the fulfillment of our key institutional planning documents - Strategic Framework, Indigenous Plan, International Plan, etc.**
* **Collaborative, engaging academic and service areas of the University in discussions and work that benefit student success from the point of recruitment to graduation.**
* **Data-driven, using information to support claims or ideas about how the institution should maintain and improve student success and enrolment objectives.**
* **Transparent and iterative, we will seek input from the campus and key constituents through every major stage.**
* **SEM will set the direction for small, incremental changes, aligned with the new Strategic Framework, over the next 10 years.**
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| **Questions to consider:** | 1. How familiar is your campus with SEM?
2. Can you identify some key academic influencers to have early conversations with about this process to test language?
3. What important planning documents will SEM assist in moving forward?
4. At the end of the day, how would you want key academic leaders to describe the SEM development process?
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| **Your Key Messages / Communications** |  |
| **UVic’s Academic Audiences** | **University of Victoria Executive, Faculty members, Deans' Council, Faculty Chairs & Directors, Faculty influencers etc.**  |
| **Questions to consider:** | 1. Who do you need to support SEM on your campus?
2. Do you need to build/develop relationships with certain areas to ensure that SEM is a success on your campus?
3. How can you keep continuity with changes in positions, leaves, etc.?
4. Who are the key influencers across the Faculties that you should try and directly involve in the process?
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| **Your Academic Audiences** |  |
| **UVic’s Engagement Opportunities** | **1. Presentations to Faculty** **2. Senior Leaders Retreat****3. Community Poster Session****4. SEM Information Session** |
| **Questions to consider:** | 1. Are there pre-existing meetings (senior retreat) that SEM can be added to as an item?
2. How do you normally engage with your campus community? Can this be adjusted or re-thought? Be creative!
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| **Your Engagement Opportunities** |  |

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| Notes: |