

# memo

**To:** Strategic Enrolment Management Working Group and all Committees  
Deans' Council  
Department Chairs and Directors

**From:** Valerie S. Kuehne, Vice-President Academic and Provost

**Date:** January 2, 2018

**Re:** **Strategic Enrolment Management at UVic: January 2018 update**

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As you will recall, we postponed the launch of the strategic enrolment management (SEM) plan for the university to allow for the development of UVic's strategic plan over the fall. The university's strategic plan will provide an important foundation to our SEM plan and its objectives. We are now gearing up to launch our work on SEM in the new year, as our institutional strategic plan moves into the drafting phase.

We have invited [AACRAO Consulting](#), an industry leader in SEM work in North America, to facilitate a two-day SEM orientation workshop on Wednesday, Jan. 17 and Thursday, Jan. 18, 2018. The workshop will enable the Enrolment Management Working Group (EMWG) and its committees to come together, learn more about the SEM process, review an environmental scan of our institution, and begin the process of drafting 6 to 8 enrolment goals for the university.

To support communications and engagement for this project, a dedicated [SEM website](#) has been developed on the Vice-President Academic's website where resources, updates and additional information will be shared with the university community. Our SEM process timeline, which can be found on this site, is also outlined below for your information.

- AACRAO on site – January 17/18, 2018
- SEM goal development – January/February 2018
- Consultation on draft SEM goals – February/March 2018
- Final SEM goals to Executive Council for approval – mid-March 2018
- Campus Update on SEM goals – late March 2018
- Committee work to begin on development of strategies - late March 2018
- AACRAO on site with SEM teams on SEM strategies/enrolment goals - April 25/26, 2018
- Committee work and remote consultation with AACRAO - May/June 2018
- AACRAO on site with SEM teams on enrolment tactics - June 7/8, 2018
- Interim draft SEM plan to Deans' Council - August/September 2018
- SEM plan draft work; remote consultation with AACRAO - Aug/Sept 2018
- AACRAO on site for SEM plan presentations - October 18/19, 2018
- Presentations of SEM plan to campus community - November 2018

I look forward to your engagement in this project in the weeks and months ahead and encourage you to forward any questions or concerns to your respective Dean, members of the EMWG or to [semplanning@uvic.ca](mailto:semplanning@uvic.ca). Please feel free to share this information with your colleagues.

Enrolment Management Working Group members:

Dr. Valerie Kuehne	Vice-President Academic and Provost	<i>Chair of Enrolment Management Working Group</i>
Mr. Jim Dunsdon	Associate Vice-President, Student Affairs	<i>Chair of Undergraduate Student Recruitment and Conversion Committee</i>
Dr. Nancy Wright	Associate Vice-President, Academic Planning	<i>Chair of Undergraduate Student Retention and Success Committee</i>
Dr. David Capson	Dean, Faculty of Graduate Studies	<i>Chair of Graduate Student Recruitment and Retention Committee</i>
Dr. Stephen Evans	Acting Dean, Faculty of Graduate Studies (January 1 to June 2018)	
Dr. Catherine Krull	Dean, Faculty of Social Sciences	
Dr. Susan Lewis	Dean, Faculty of Fine Arts	
Dr. Stan Dosso	Director, SEOS, Faculty of Science	
Dr. Ulrike Stege	Chair, Department of Computer Science	
Dr. John Lutz	Chair, Department of History	
Ms. Wency Lum	Chief Information Officer	
Ms. Nicole Greengoe	University Registrar	
Dr. Robina Thomas	Executive Director, Indigenous Academic and Community Engagement	
Dr. Norah McRae	Executive Director, Co-op and Career, and Community University Engagement	
Mr. Tony Eder	Executive Director, Academic Resource Planning	<i>Chair of Data Analysis and Benchmarking Committee</i>
Ms. Kate Fairley	Undergraduate Student Representative	