Enrolment Management Working Group  
Data Analysis and Benchmarking Committee  
DRAFT TERMS OF REFERENCE

PURPOSE:
The Data Analysis and Benchmarking Committee, or Data Team, is established to provide analytical and data support to the EMWG, the SRC, the SRS, and the GRR committees in the development of the university’s SEM plan.

RESPONSIBILITIES:
The Data Analysis and Benchmarking Committee is responsible for:

- Contributing to regular Strategic Enrolment Management (SEM) planning by providing the EMWG and its committees with a program of research, analysis, and benchmarking to enable data-informed decision making grounded in best practices established by international organizations such as AACRAO SEM;
- Supporting strategic research questions of the EMWG and its committees;
- Developing a SEM data-informed decision-making model;
- Recommending goals and targets for a range of population groups;
- Determining enrolment performance metrics and tracking/reporting on their success; and
- Establishing standard university wide definitions and reporting standards associated with enrolment performance that encompasses the entire student life cycle.

In addition to the responsibilities noted above, the Data Analysis and Benchmarking Committee will use and build on Enhanced Planning Tools to develop regular key performance metrics and data updates to support decision making.

OPERATING PROCEDURES:
The Data Team will meet weekly in the initial stages of the SEM plan development and then monthly thereafter and may:

- Invite guests to provide additional information.
- Establish task groups to address specific issues.

The Academic Resource Planning Office is responsible for administrative support of the Data Analysis and Benchmarking Committee.

MEMBERSHIP:

- Executive Director, Academic Resource Planning (Chair)
- Enrolment Analyst, Student Recruitment and Global Engagement
- Analyst/Statistician, Institutional Planning & Analysis
- Communications and Research Analyst, President’s Office and Institutional Planning & Analysis
- Associate Dean (1)
- Associate Registrar
- SAS Business Intelligence Manager
- Director, Student Awards and Financial Aid