Enrolment Management Working Group
Student Recruitment and Conversion (SRC) Committee
DRAFT TERMS OF REFERENCE

PURPOSE:

The SRC Committee is established under the EMWG to identify and propose strategies, tactics and action plans that support and implement the SEM enrolment goals.

RESPONSIBILITIES:

While the SRC may provide feedback to the EMWG for refinement of assigned enrolment goals, the committee’s first responsibility is to begin development of recommended appropriate strategies for each assigned recruitment goal. For example, a goal to increase Indigenous student enrolment by X % per year might have, among others, a strategy to develop recruitment, marketing, and articulation efforts for Indigenous students in UVic’s catchment area.

Draft strategies will be sent to the EMWG for comment, refinement, and final approval.

The SRC will assign approved strategies to sub-committees composed of committee members and others with expertise in the strategic area from across the university to develop appropriate tactics for each strategy. For example, the strategy to develop recruitment, marketing, and articulation efforts for Indigenous students might have, among others, a tactic to engage Indigenous alumni in mentoring programs with prospective Indigenous students. These sub-committees will operate at the “10,000 foot” level, developing the specifics that give life to the strategies.

Through an iterative process between the committee and its sub-committees, draft tactics and action plans with timelines, accountabilities, and budgets will be developed and referred to the EMWG for comment, refinement, and approval.

In the course of its work in developing strategies and tactics, the SRC may:

- Inventory student recruitment and admission related activities in various program and service areas;
- Determine gaps between best practices and the university's student recruitment and admission related activities; and
- Review information regarding the enrolment funnel from identifying prospects to converting admitted students.

OPERATING PROCEDURES:

Once enrolment goals are assigned, the committee will aim to meet weekly until strategies are completed, then monthly to monitor the development of tactics and action plans by sub-committees.
The committee may:
- Invite guests to provide additional information.
- Establish sub-committees to address tactics and action plans.

The AVP Student Affairs’ Office is responsible for administrative support of the SRC Committee.

MEMBERSHIP:
- Associate Vice-President Student Affairs (Chair)
- Director, Student Recruitment and Global Engagement
- Associate Deans (3)
- Manager Strategic Marketing
- Chair/Director
- Director, Undergraduate Admissions
- Associate Director, Student Recruitment