

# SEM update & reflecting on 2021-2022 enrolment

Prepared for Senate

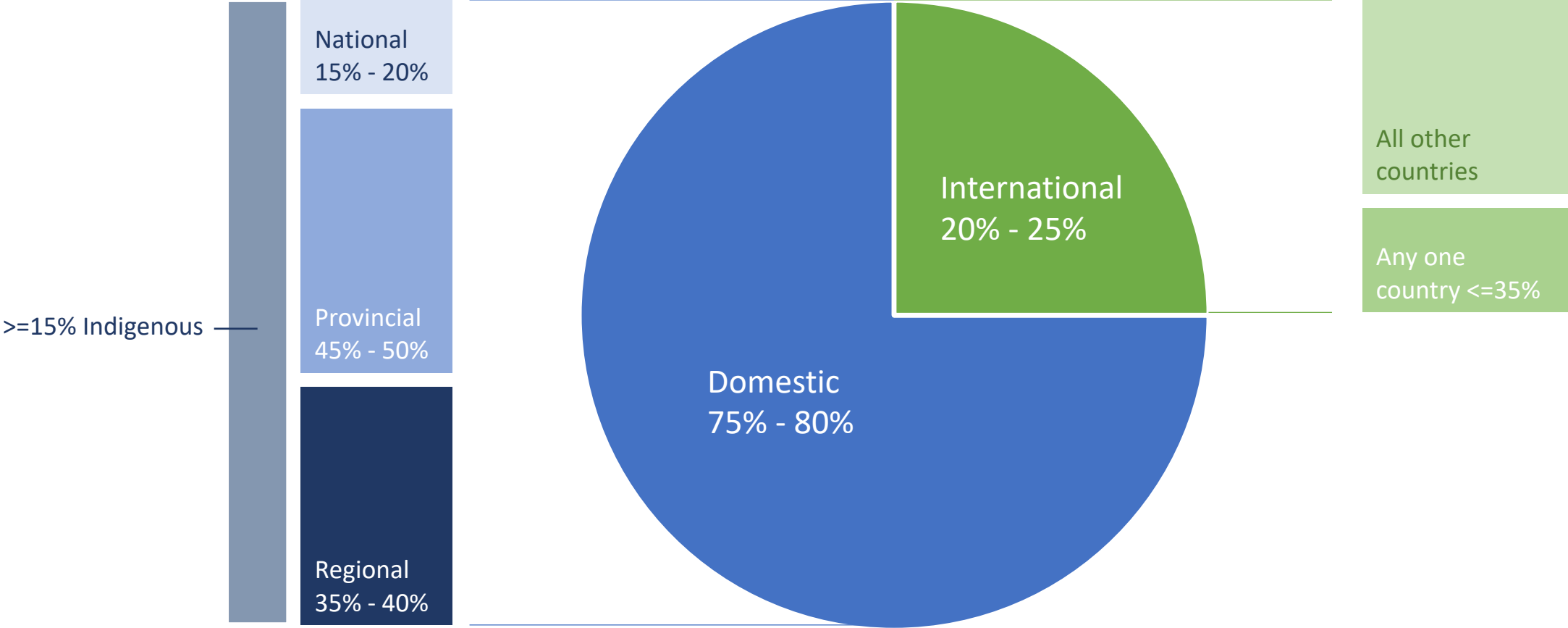
# Strategic Enrolment Management (SEM)

## Purpose of SEM Plan

- 1) Articulate a long-term vision of enrolment that is reflective of our mandate, mission, vision, values, strategic change goals, and resources
- 2) Identify enrolment goals and measurable objectives aligned with our desired future state
- 3) Enact an organisational framework for ongoing and collaborative enrolment planning, action, and analysis

# Long-term vision of enrolment

Inclusive of all levels, locations, and modes of delivery



# SEM goals and objectives

	Recruitment Objectives	Retention Objectives	Student Success Objectives
<b>Goal #1:</b> Strengthen domestic student enrolment	<p>Regional participation rate on par with provincial average</p> <p>85% regional market share of high school grads who transition directly to postsecondary</p> <p>35% - 40% enrolling from the Thompson Rivers region</p> <p>45% - 50% enrolling from other BC regions</p> <p>15% - 20% enrolling from rest of Canada</p>	Retention rate of 60% or greater in open programs	Successful course completion rate of 80% or greater in 1000-level courses
	Meet 100% of BC government enrolment targets for campus-based enrolment		
<b>Goal #2:</b> Improve educational outcomes for Indigenous students	<p>15% of Kamloops domestic fall intake self-identify as Indigenous</p> <p>25% of Williams Lake domestic fall intake self-identify as Indigenous</p>	Retention rate of 60% or greater in open programs, on par with non-Indigenous students	<p>Successful course completion rate of 80% or greater in 1000-level courses, on par with non-Indigenous students</p> <p>6-year credential completion rate of 60% or greater, on par with non-Indigenous students</p>
<b>Goal #3:</b> Ensure sustainable international student enrolment growth	<p>4,000 campus-based international student headcount in fall and winter terms</p> <p>Up to 35% from any single country of origin</p> <p>Up to 40% of enrolment in any one faculty</p>	Retention rate of 60% or greater in open programs	Successful course completion rate of 80% or greater in 1000-level courses
	20% - 25% of total institutional enrolment is International		
<b>Goal #4:</b> Increase the number of students served by the Williams Lake campus and community-based programming	<p>Regional participation rate on par with provincial average</p> <p>75% regional market share of high school grads who transition directly to postsecondary</p>	Re-enrolment rate (enrolment in any TRU location or OL after initial enrolment at WL or community-based programming) of 35% or greater	
<b>Goal #5:</b> Improve educational outcomes for students studying through Open Learning			<p>Successful OL course completion rate of 80% or greater in 1000-level courses for domestic, Indigenous, and international learners</p> <p>OL course extension rate of 20% or less</p> <p>10-year credential completion rate of 30% or greater</p>

# Framework for planning, action, and analysis

## SEM Steering Committee *ACTIVE*

- Consider and report on trends and challenges impacting enrolment
- Prioritize and recommend initiatives to Provost
- Monitor and report on progress toward objectives
- Ensure SEM alignment with Integrated Strategic Planning
- SEM plan maintenance

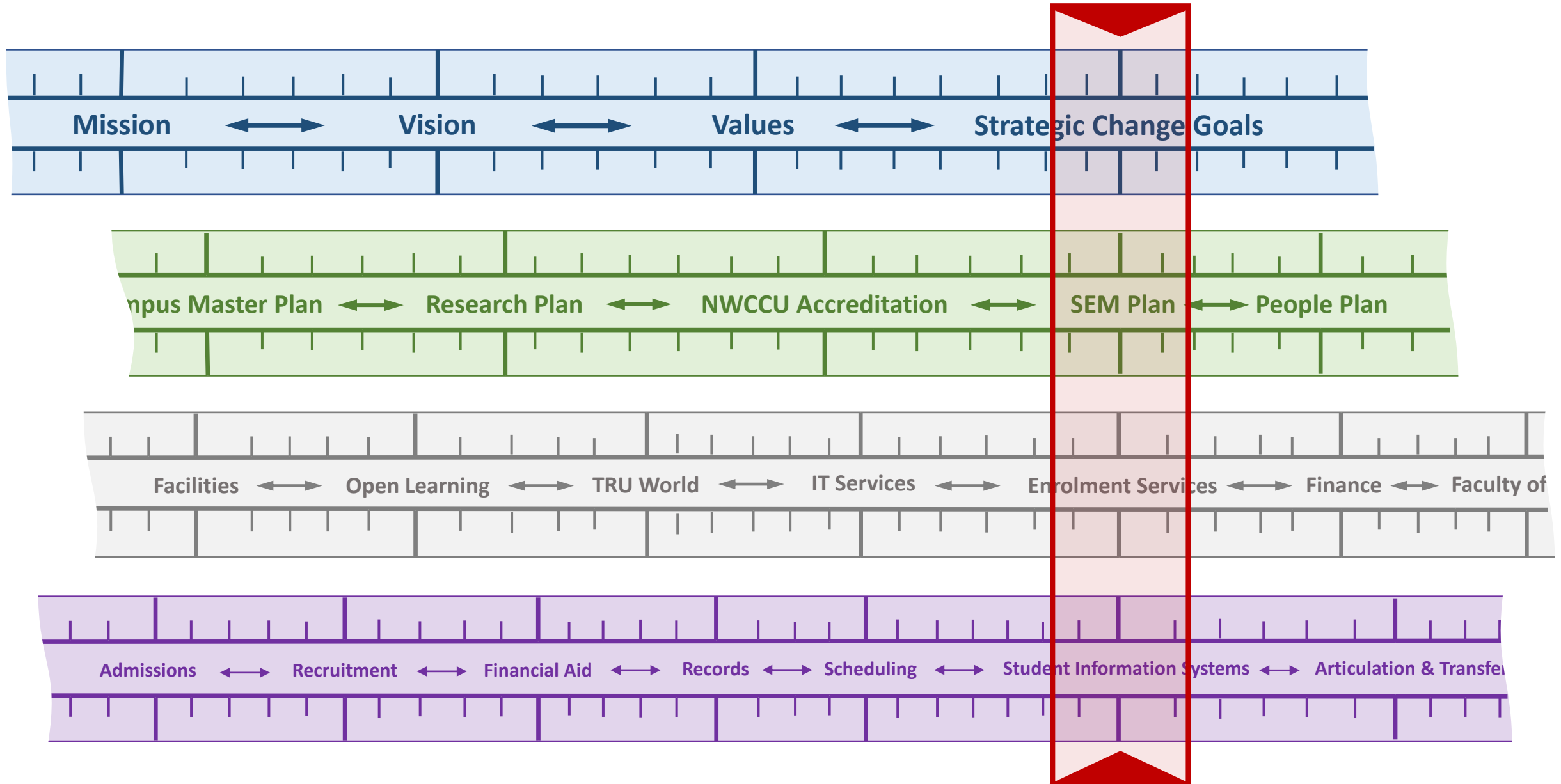
## Enrolment Management Committee *PROPOSED*

- Consider enrolment projections informed by trends, challenges, and SEM objectives
- Set enrolment targets across academic departments

## Targeted working groups as needed *PROPOSED*

- Recruitment
- Student Success
- Retention

# SEM and Integrated Strategic Planning



# SEM Progress Report

- **Achievements** relate to maintaining overall desired provincial, national, and international composition
- **Progress made** relates increasing student success, particularly for Indigenous students
- **No progress** has been made on objectives relating to increasing enrolment, diversifying international enrolment, or improving retention

**49% ➔ 57%**

Indigenous student successful course completion rate in 1000-level Open Learning courses

of 30 objectives/measures ...	
Achieved	10%
Progress made	27%
No progress	57%
Data not available	7%

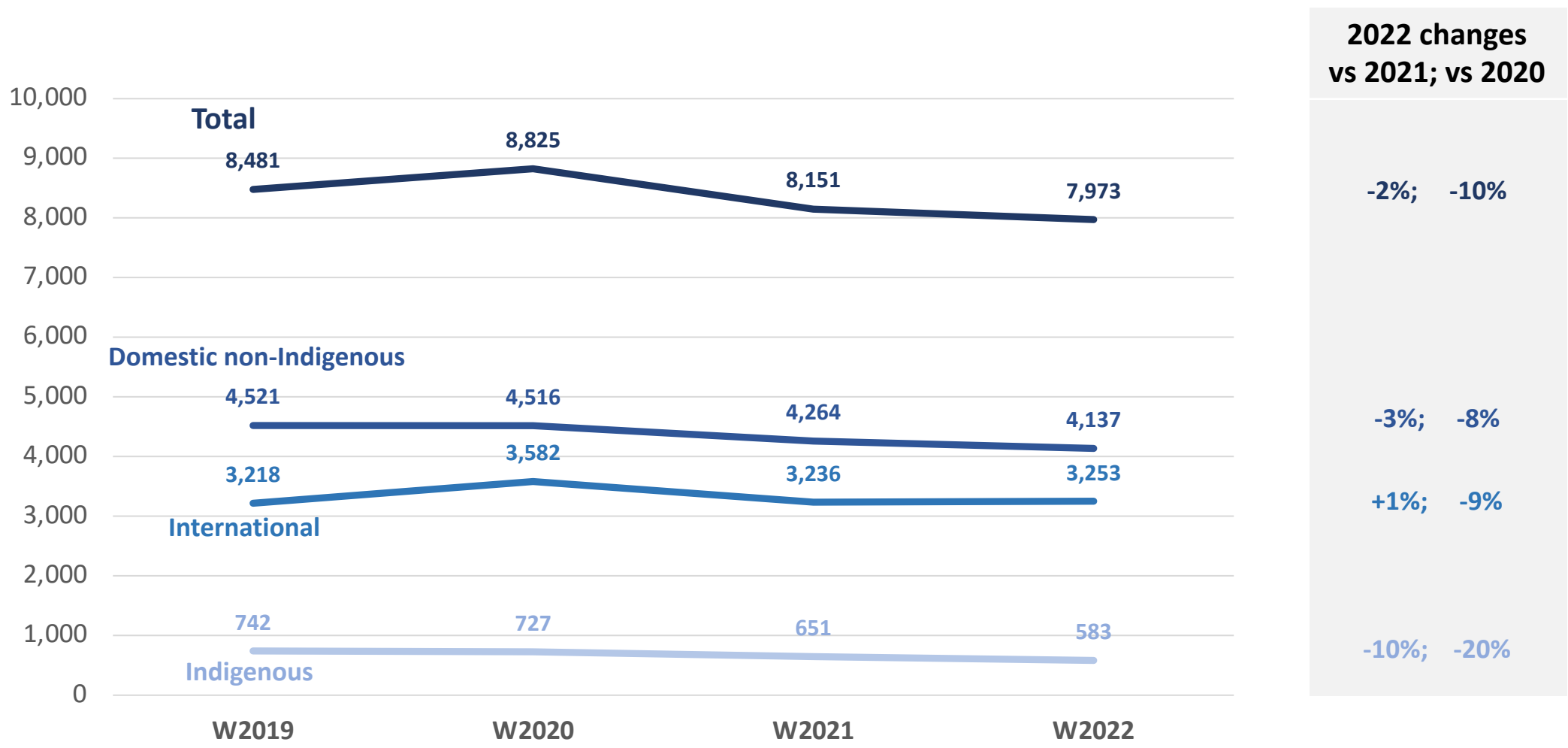
**31% ➔ 36%**

Indigenous student 6-year credential completion rate

# Reflecting on 2021-2022 enrolment

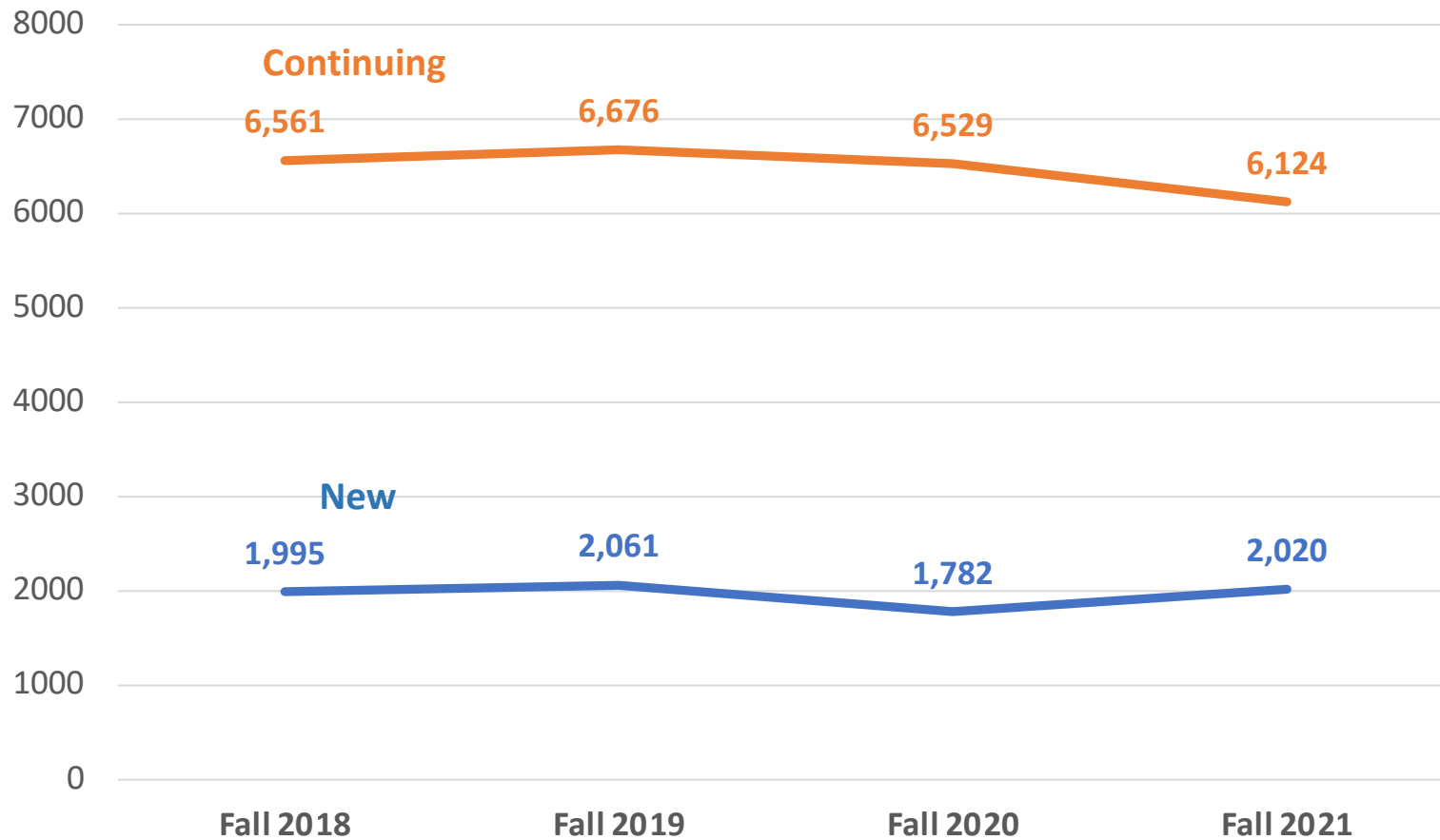


# Winter enrolment (headcount), 2019 - 2022



*Campus-based, term-based enrolment; excludes Trades*

# Fall enrolment (headcount), new vs continuing, 2018 - 2021



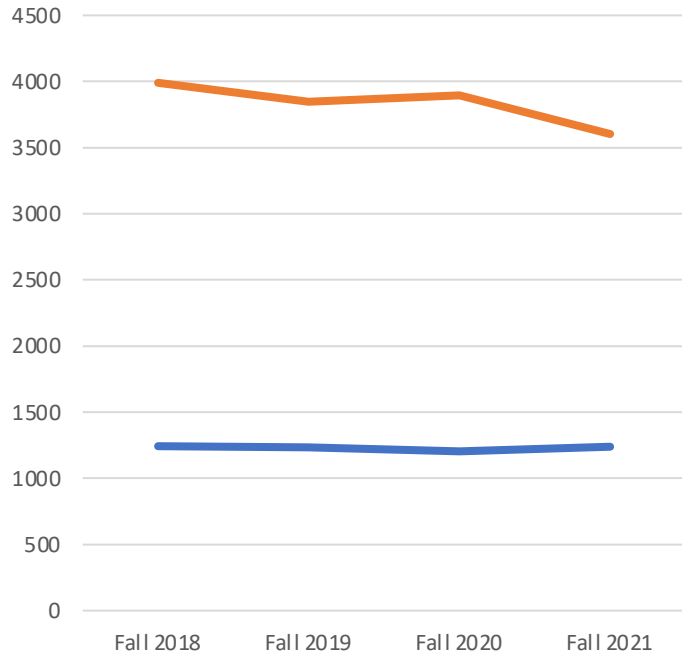
**2021 changes  
vs 2020; vs 2019**

**-6%; -8%**

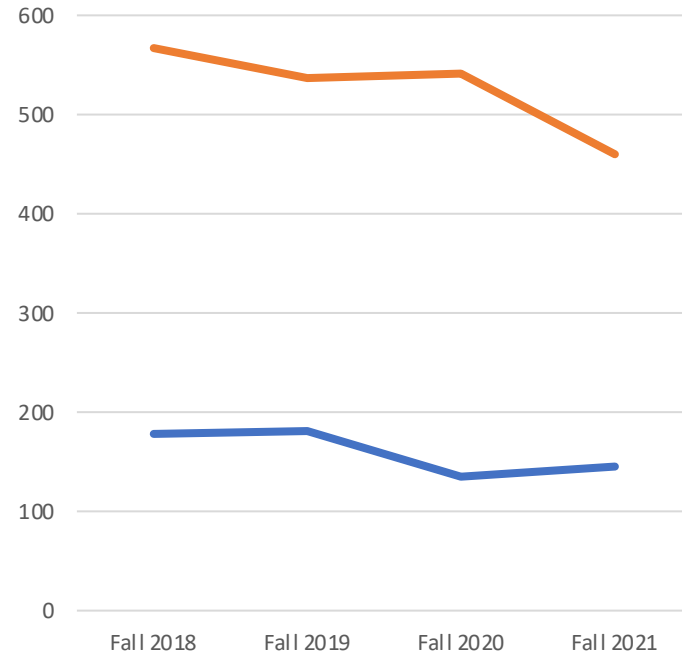
**+13%; -2%**

*Campus-based, term-based enrolment; excludes Trades*

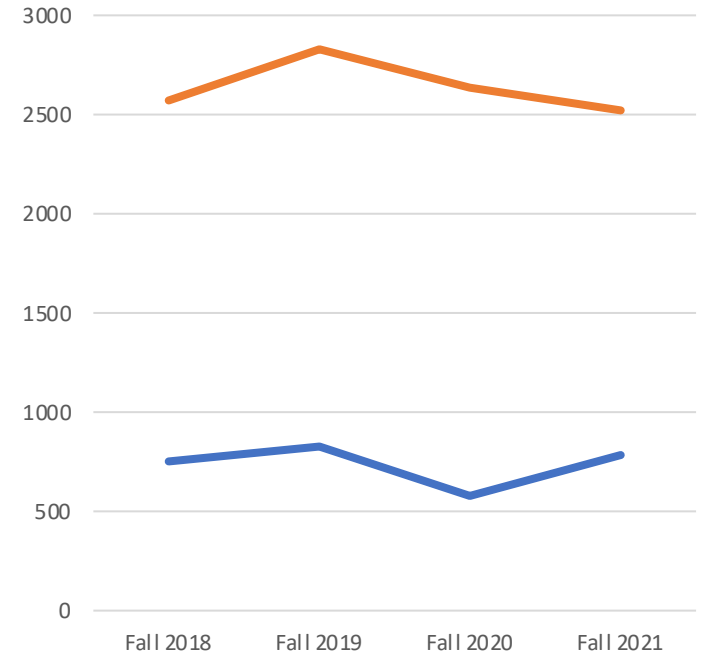
# Fall enrolment (headcount), new vs continuing, 2018 - 2021



**Domestic**



**Indigenous**



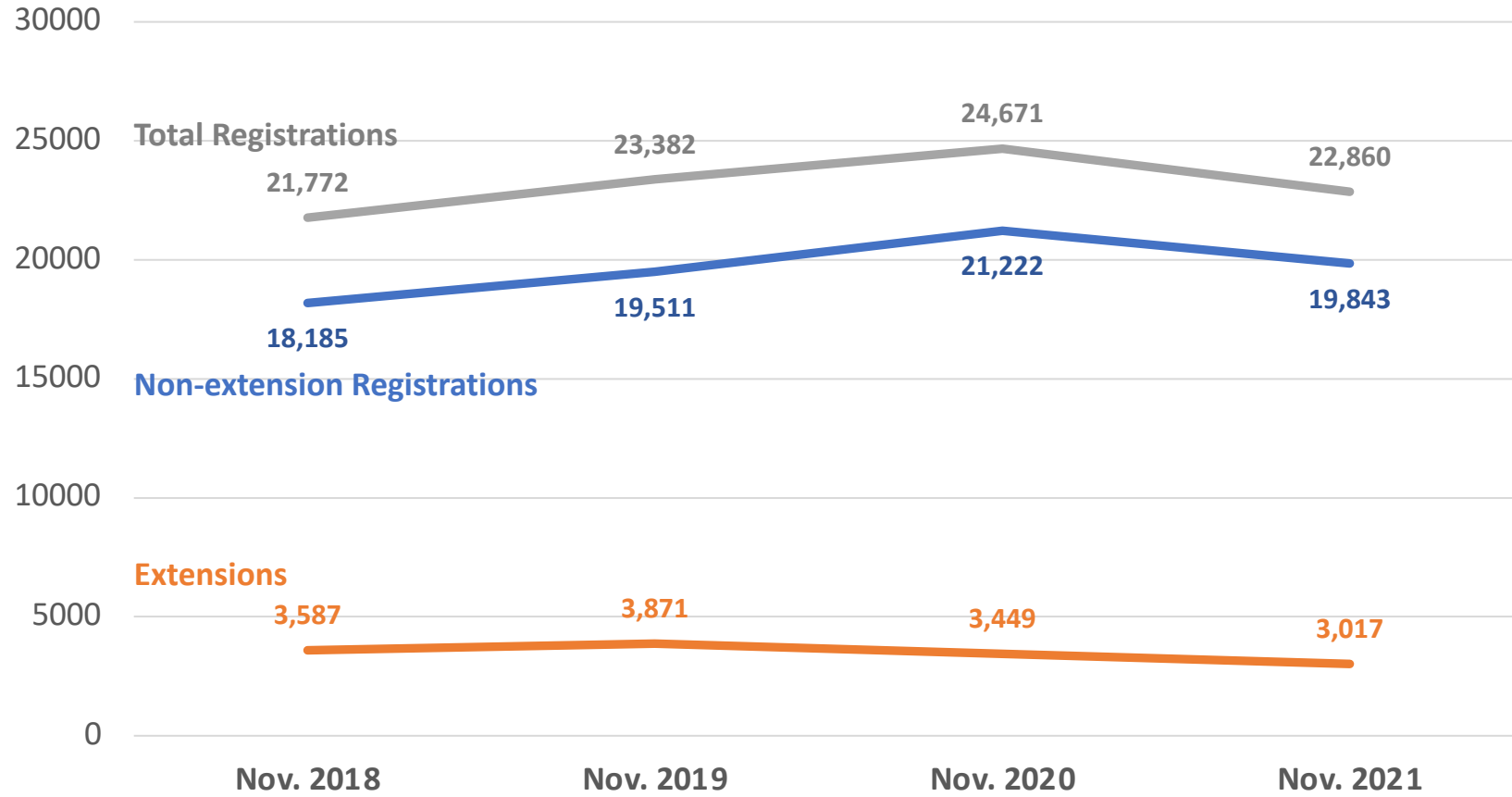
**International**

— New students

— Continuing students

*Campus-based, term-based enrolment; excludes Trades*

# Open Learning Enrolment, Fiscal year-to-date, 2018 – 2021



## 2021 changes vs 2020; vs 2019

-7%; -2%

-6%; +2%

-13%; -22%

# Questions / Discussion

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