

## SEM Framework



The SEM Framework is an organizing tool designed to guide the development of the strategic enrollment management (SEM) resources, tools, and services. It also serves as a holistic overlay for SEM planning and project development. The SEM Framework evolved out of extensive research on the subject of SEM in higher education, as well as field research conducted by the SEM Project Team (i.e., survey, literature review, and advisory group input).

## SEM Framework Core Aspects

The SEM Framework began with a set of framing questions extracted from the literature on SEM and a large sampling of SEM planning documents. The framing questions were collected and synthesized to help guide and organize the development of the IEP/ SEM Project resources, tools and services. These questions encapsulate key areas and functions surrounding SEM, and all that SEM can accomplish; answering the big questions of how to manage enrollment and improve student success strategically. The framing questions then led to response categories with key descriptors or attributes that comprise the SEM Framework. In addition, the set of framing questions provided a way to validate the attributes and their descriptors, as well as to identify related strategies and practices.

The SEM Framework contains three core dimensions: Foundation, Approach and Strategies. Each dimension represents a particular aspect of SEM, and each contains a set of attributes that define and describe the dimensions. Taken together, this provides a holistic approach to SEM.

