

Internal SEM Audit

Rank your campus on how well your institution is doing in the enrollment management areas listed below, based on this scale:

		Poor ←	→			Excellent
		1	2	3	4	5
1.	Clarity of institutional mission	1	2	3	4	5
2.	Alignment of institutional mission and enrollment goals	1	2	3	4	5
3.	Specific enrollment targets based on:					
	a. Total enrollment	1	2	3	4	5
	b. Student academic ability	1	2	3	4	5
	c. Ethnicity	1	2	3	4	5
	d. Geographic origin	1	2	3	4	5
	e. Academic major/program	1	2	3	4	5
4.	SEM participation and buy-in from:					
	a. Top-level administrators	1	2	3	4	5
	b. Academic colleges and departments	1	2	3	4	5
	c. Student service departments	1	2	3	4	5
	d. Multicultural programs	1	2	3	4	5
	e. Campus community as a whole	1	2	3	4	5
5.	Use of financial aid in promoting enrollment goals	1	2	3	4	5
6.	Coordination of enrollment goals with budget planning	1	2	3	4	5
7.	Strategic allocation of funds to support enrollment goals	1	2	3	4	5
8.	Institutional research:					
	a. Amount of relevant data available	1	2	3	4	5
	b. Campus distribution of enrollment data	1	2	3	4	5
	c. Use of enrollment data in campus decision-making	1	2	3	4	5
9.	How well is your SEM structure working	1	2	3	4	5