

WHAT'S SEM GOT TO DO WITH IT?

The Value of SEM in Event Management

Presented by Gloria Lee



HELLO!

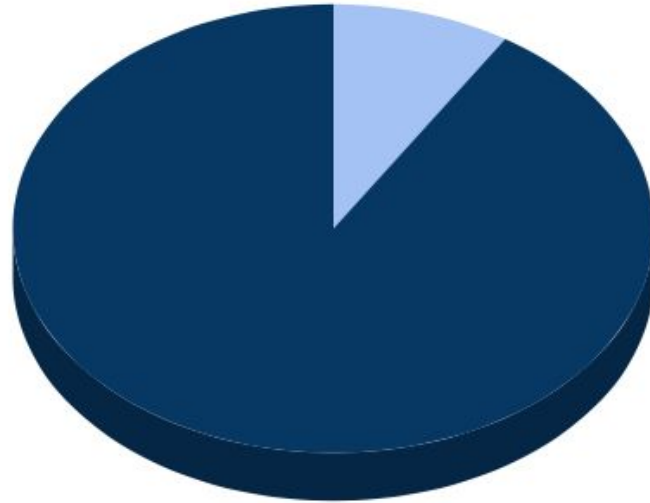
I am Gloria Lee

I am here because I love talking about higher education



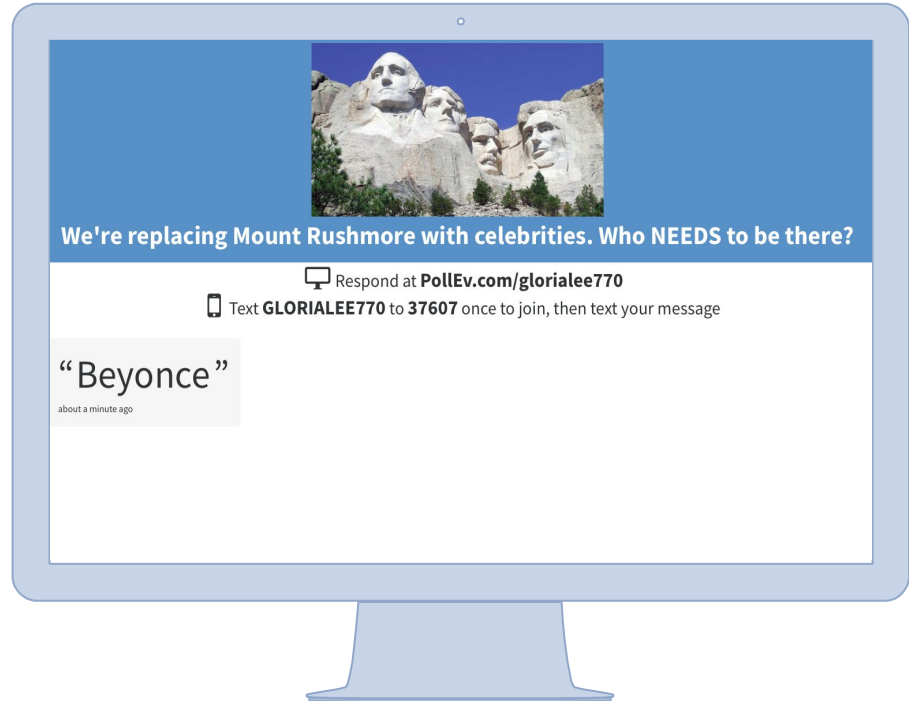
ICEBREAKER

**Your reaction when
someone suggests an
icebreaker**



POLL EVERYWHERE

Respond to a survey via
text message or web page





We're replacing Mount Rushmore with celebrities. Who NEEDS to be there?

Start the presentation to activate live content

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age, how often does your department manage events? (On and off

1 - 2 times a
month

1 - 2 times a
semester

1 - 2 times a
year

What events?

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What words come to mind when you think of event planning?



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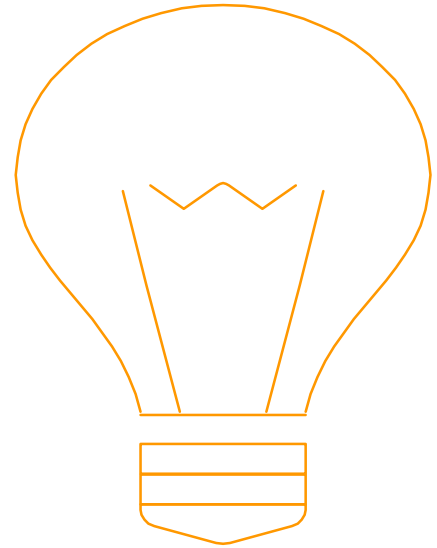


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AGENDA

- SEM and event management overview
- SFU case study
- Lessons learned



1

SEM & EVENT MANAGEMENT OVERVIEW

Basic Principles

“ Strategic Enrollment Management is defined as a coordinated set of concepts and processes that enables fulfillment of institutional mission and students’ educational goals (p.18) ”

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SEM

- Process driven: Data informed
- Goal oriented: Realistic and quantifiable
- Coordinated: Collaborative













EVENT MANAGEMENT

- Establishes goals and objectives
- Strategic and integrated
- Evaluates and assesses





TWO PEAS IN A POD: SEM & EVENT MANAGEMENT

	SEM	EVENT MANAGEMENT
Data informed		
Aligned		
Collaborative		
Evaluative		

2

SIMON FRASER UNIVERSITY CASE STUDY

Entrance Scholarship Reception



SFU AT A GLANCE



29,879

Total students



25,366

Undergraduates



Research
Intensive



8

Faculties



100+

Programs



Recruitment Model

Centralized and decentralized





52%

Percentage of **2015** scholarship recipients
we met through the reception



45%

Percentage of **2016** scholarship recipients
we met through the reception





STUDENT RETENTION





2017 EVENT CHANGES

PURPOSE

GOALS

EVENT FORMAT

STAKEHOLDERS

BUDGET

SUPPORT



2017 EVENT CHANGES

PURPOSE

Student retention

Celebrate success of
ALL scholarship
recipients

Support student
transition

GOALS

Cultivate a scholarship
community

Connect students with
their support network

Empower students in
their academic
planning

EVENT FORMAT

Two events

Casual atmosphere

Icebreakers

Academic advising session



2017 EVENT CHANGES

STAKEHOLDERS

Fewer executive administrators

Academic Advisors

Engagement Coordinators

BUDGET

Casual atmosphere allowed for more cost efficient events

Produced two events with the same budget

SUPPORT

Emphasis on academic advising

- Follow-up communications
- Case management advising



46

Invited students

34

Students attended

74%

Percentage of students
we interacted with



46

Invited students

38

Students attended

82%

Percentage of students
we interacted with

“ The academic advisors provided very valuable feedback on my course schedule and also introduced me to a multitude of possibilities within my program. ”

““ *The Advising session feedback from students indicated they left feeling more confident and ready to start their academic career at SFU. This was a great change. I also enjoyed speaking with confirmed admits.*””



IMPACT

- New and improved scholarship program
- Case management advising
- Increased faculty buy-in



3

LESSONS LEARNED



TAKEAWAYS



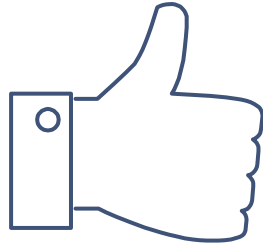
REFLECT

Think about the your current event outcomes. Does it align with your desired outcomes?



ASSESS

Your data is one of our greatest tools. What is your data telling you? Use qualitative and quantitative data to measure your success.



THANKS!

Any questions?

Let's keep in touch
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