

Strategic Enrolment Management

Update: January 2023



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Overview

Strategic enrolment management (SEM) establishes guidelines and sets achievable goals so the enrolment targets and initiatives at Coast Mountain College (CMTN) support student success.

At the College, we've grounded our SEM Plan in what we aspire to be as an institution and the way our programming brings that vision to life. Graduation is one indicator of student success, but the plan goes beyond this to take into account the entire lifecycle of the student. From first inquiry to registration, enrolment, course completion, and ultimately graduation, each step requires that we remain responsive to and aligned with our purpose and our core values.

SEM planning challenges us to establish clear goals for the number and types of students who attend our college. It also calls on us to promote the academic success of our students by improving access, transition, persistence, and graduation – in other words to positively impact the overall student learning experience.

Purpose

The SEM Plan identifies enrolment goals, which capture our desired future; strategies that align with these goals to help us build the roadmap for getting there; and tactics to determine how we will reach our goals. Our interdisciplinary approach involves implementing these new strategies and tactics to ensure that we achieve our goals for increasing overall student success.

Scope

The SEM Plan is designed for Indigenous and non-Indigenous domestic students and international students. It encompasses their enrolment in college, career preparation, diploma studies, university credit courses, trades and certificate programs, as well as workforce training. With this broad scope, the SEM Plan supports the College's strategic plan and aligns with departmental action plans to ensure complementary initiatives.

Foundations of SEM at CMTN

Institutional Background

Coast Mountain College, previously Northwest Community College, is an accredited post-secondary institution that serves the learners of BC's beautiful Northwest region.

Established in 1975 in Terrace, BC, CMTN has five regional campuses serving 34 communities, 21 of which are First Nations communities. The College provides students with innovative programs that lead to sustainable careers for people in the north. [Our campuses](#) are located in Hazelton, Haida Gwaii, Smithers, Prince Rupert, and Terrace.

CMTN offers college access programs, small class sizes, health and human services programs, online programs, university credit programs, and trades foundation and apprenticeship programs. The College also offers innovative and flexible mobile training, reaching communities far beyond its campuses.

Coast Mountain College aims to be the college of choice for experiential, place-based learning, allowing students to learn both in the classroom and in the spectacular outdoor spaces that are so unique to this part of Canada.

(Taken from: <https://www.coastmountaincollege.ca/about-cmtn/about>)



CMTN Mandate

Our College's mandate under the BC College and Institute Act is to put people first, engage in lasting and meaningful reconciliation, promote equity and anti-racism, work toward a better future through fighting climate change, and help create a strong, sustainable economy that works for everyone.

CMTN's Core Values

Adventure: We explore and take risks to engage in learning.

Transformation: We enrich lives through learning.

Integrity: We are respectful, transparent, accountable, and inclusive.

Principles for Enrolment Planning at CMTN

Multi-year Focus

We will continue to ensure alignment with the CMTN strategic plan by selecting a realistic course of action, creating a five-year plan based on historic data and top priorities, monitoring progress, and adapting as circumstances change.

Evidence-based Approach/Evidence-informed Approach

CMTN will ensure that the SEM Plan aligns with CMTN's goals and core values. We will use historic data to determine gaps and inform the strategic enrolment focus. When collecting and interpreting data, we will be mindful of change (institutional, economic, and demographic), the diversity of the student population, and other worldviews.

Activities to Link, Integrate, and Inform

We will ensure that our activities are informed by SEM goals and connect seamlessly with CMTN's goals, core values, and strategic plan. These activities will be based on acquired knowledge, complement the activities of other committees, and create seamless connections for student experiences and student success.

Equity, Diversity, and Inclusion

Equity is a continuous process that ensures everyone has equal access to service and to opportunities to grow and contribute. The presence, acceptance, and acknowledgment of different people, whether the difference be race, gender, religion, sexuality, nationality, or ethnicity, will reflect our commitment to diversity. By ensuring that each person has a voice that has value and legitimacy we help create an inclusive environment.

Cultural Safety, Indigenization, and Reconciliation

CMTN supports cultural safety and reconciliation through ongoing critical reflection on our practices and policies and through seeking input from people of different cultures. Indigenization requires non-Indigenous people to be aware of and to respect Indigenous worldviews. We are committed to incorporating Indigenous worldviews, knowledge, and perspectives into the educational experience at CMTN.

Internationalization

We are committed to teaching students to be successful in a global world by creating pathways for students in international institutions, welcoming international students, building experiential, place-based learning opportunities beyond our regions, and supporting institutional partnerships that expand student horizons.



Committee information

Year 1 Student Success Steering Committee:

- Patricia Pryce (Chair) – Dean of Student Success
- Annette Sorensen (Vice-Chair) – Manager, Campus Community
- Colin Elliott –Dean of Business, Access Education, and Libraries
- Danna Buick – COLT Representative
- Patricia Nuyten – Registrar and Director of Institutional Research
- Jieni Lim – International Recruitment Coordinator
- Golnoosh Namazi – CMTN Student Union Representative
- Dr. Laurie Waye (Ex Officio) – President & CEO
- Dr. Titilope Kunkel (Ex Officio) – Vice-President Academic, Student Services, and International
- Jillian Swank (Ex Officio) – First Nations Access Coordinator

Year 2 Student Success Steering Committee:

- Patricia Pryce (Chair) – Dean of Student Success
- Heather Bastin (Vice Chair) – Executive Director External Relations
- Kelly Swain – Associate Dean, Trades and First Nations Fine Arts
- Hyeyoung Kang – Manager of Student Recruitment
- Bridie O’Brien – Executive Director, Indigenization
- Lorrie Gowen – Dean of Workforce Training and Contract Services
- Dr. Titilope Kunkel – Vice-President Academic, Student Services, and International

Meeting schedule

The Student Success Steering Committee meets on the third Thursday of each month. Sub-committee meetings vary depending on schedules and initiative deadlines.

Contact information for anyone wanting to join the committee

For anyone interested in joining the Student Success Steering Committee please contact:
ppryce@coastmountaincollege.ca

