



The GACRAO Institute for Strategic Enrollment Management

Field Experience Review
Registered Enrollment Professional Certificate Form

REP Candidate _____ REP College _____

Telephone _____ Email _____

Visit Date _____ Arrival Time _____ Departure Time _____

The typed summary of your visit should include your SEM conclusions in a narrative format concerning the level of successful cross functional activities found in the admissions and records offices and how they relate to the academic power structure. If possible attempt to identify what EM model exists on that campus. (Decentralized/silos, Enrollment Services/one stop shop, EM Committee, Dean or VP for Enrollment Management)

All three field visit forms should be submitted as a package to GISEM and not individually. Additionally, a courtesy copy of the report should be furnished by the REP to the individual host institution as peer visit feedback.

Institution Visited _____

Previous Fall total enrollment _____

Institution Type: [] Two year college/ DTAE [] Small to moderate [] Large public or private

Admissions (3 contact hours required):

- 1. Review office staffing, structure and scope of office budget
2. Review prospect management system and web out-reach
3. Review prospect management system, web outreach and communication plan
4. Review master student marketing plan, recruitment campaigns
5. Discuss enrollment challenges and collaborations related to Registrar, Financial Aid, Deans, VPs and Faculty Department Heads. If possible, identify what EM model exists on this campus (Also cite strengths and weaknesses found in the operations. As time permits you should briefly discuss the offices of Student Accounts and Institutional Research.)

Admissions Validation signature: _____

E-mail: _____ Phone: _____

Registrar (3 contact hours required):

- 1. Review office staffing, structure and scope of office budget
2. Review registration system and unique SIS features
3. Review web out reach and technologies serving enrollment
4. Review calendaring, scheduling, room utilization, capacity and faculty/student ratios
5. Discuss enrollment challenges and collaborations related to Admissions, Financial Aid, Deans, VPs and Faculty Department Heads. If possible, identify what EM model exists on this campus (Also cite strengths and weaknesses found in the operations. As time permits you should briefly discuss the offices of Student Accounts and Institutional Research.)

Registrar Validation signature: _____

E-mail: _____ Phone: _____

NOTE: A prerequisite to field visits is attendance and full participation in one annual GISEM Advance Track Cohort Conference.

Please obtain the signature of the departmental host for each area above.
(All three field visit forms should be submitted as a package and not individually.)
Email, mail or fax to Joe Head, Dean of Enrollment Services, Kennesaw State University,
1000 Chastain Rd., Kennesaw, GA 30144 • jhead@kennesaw.edu • Fax: 770.420.4435