

## News Announcement: Graduate Certificate in Strategic Enrolment Management (GCSEM)



### Newsletter/Announcement

Royal Roads University has launched a [Graduate Certificate in Strategic Enrolment Management](#) (GCSEM)– the first academic credential of its kind in Canada! Strategic enrolment management is a critical process in the overall operations of any college or university and is becoming recognized as an area of expertise across institutions in North America. Being able to successfully recruit and retain students are top priorities for any post-secondary institution – priorities that have only increased in importance as universities and colleges respond and recover from the COVID 19 pandemic.

The GCSEM is an opportunity for current and aspiring leaders within the higher education sector to enhance their knowledge and skills to effectively create, implement and assess an institution’s enrolment plan. Learning with and from seasoned SEM leaders from North America, students will be engaged in an interactive online learning environment and complete 3 graduate-level courses over a 6-month period. Students have the opportunity to apply their learning throughout the program and will complete a strategic enrolment plan as a capstone project. Visit their [program pages](#) to learn more.

### Social Media

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