



UNIVERSITY OF
WEST GEORGIA

Last N/A
Approved
Effective N/A
Next Review N/A

Area Student Life
Chief Or Chief
Responsible Strategic
Office Enrollment
Mngt Officer

Strategic Enrollment Management (#8002)

Purpose/Reason for Policy

Strategic Enrollment Management (SEM) planning is an institutional effort encompassing several departments working together to enhance the academic experience by providing excellent recruitment, enrollment, programming, and financial aid in alignment with the institution's mission and goals while maintaining fiscal sustainability.

Policy Statement

Strategic Enrollment Management supports the success of prospective and continuing University of West Georgia (UWG) undergraduate domestic and international students through its admissions, transfer, orientation, programming, experiences, and financial aid functions. UWG is committed to strategically designing, implementing, assessing, and enhancing the services necessary for student success across the life-cycle of the student by providing exceptional service to students and University stakeholders. SEM will also align to support and collaborate with the [Graduate School](#) on graduate school admissions and the [Office of the Registrar](#).

- A. UWG is committed to the goals of quality, diversity, and access in its admissions policies. The University will strive to have an undergraduate student body whose members are well-qualified for the University's courses and programs and represent the full range of diversity within our state, nation, and world.
- B. Admission decisions are based on the academic qualifications, merits, strengths, and potential of each applicant. No applicant will be denied admission based on race, color, sex, pregnancy, ethnicity/national origin, disability, religion, age, genetic information, veteran status, or any other characteristic protected by institutional policy or applicable law.
- C. Applicants should demonstrate combinations of academic preparation, aptitude, motivation, and maturity that indicate their potential to succeed in the University's academic programs. Admission to the University is at the University's discretion.

D. Applicants not admitted should be advised on steps to take to be reconsidered.

Scope/Applies To:

All Employees Faculty Staff Students Vendors/Contractors

The Chief Strategic Enrollment Management Officer is authorized to establish procedures to implement this Policy.

Associated Procedures

Associated procedures are posted on departmental web pages and published in the Undergraduate and Graduate Catalogs. Under applicable laws, governmental regulations, or orders, websites published by UWG may be changed without notice.

- [Undergraduate Admission Requirements](#)
- [Satisfactory Academic Progress \(SAP\) Requirements](#)
- [International Student Admissions Requirements](#)
- [Presidential Out-of-State Tuition Waiver](#)

Approval Signatures

Step Description

Approver

Date