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**Abstract**

In this time of unprecedented change in global higher education, strategic enrolment management (SEM) provides a useful model for navigating a growing range of expectations and challenges. Combining best practices in strategic planning, institutional policy-making, operational practices, data analysis, and technology deployment, SEM has proven to be a powerful catalyst for achieving new levels of efficiency and effectiveness. Major enrolment-related forces are shifting in ways that have sparked global interest in SEM concepts. This article provides the context and definition of strategic enrolment management, then describes three frameworks to guide SEM planning. (HRK / Abstract übernommen)