

Strategic Enrollment Management: Strategic Themes and Goals

Promote institutional success by enabling effective strategic and financial planning

- Establish an Enrollment Management Assistant Vice President position to coordinate and manage recruitment and retention efforts.
- Build and implement a budgeting model that focuses on recruiting and retention.
- Develop a systematic, on-going review of program (department) strategic priorities and learning outcomes associated with budget and resource allocation.

Establish clear goals for the number and types of students needed for institutional stability

- Achieve sustainable growth in the freshman class by utilizing data to identify clear recruiting target markets.
- Design a recruitment and retention plan that focuses on sustainable diversity.
- Expand and market online and distance learning.
- Develop and market new summer programs.
- Develop a sustainable scholarship (student aid) and pricing strategy.
- Create more on-campus experiences for prospective students, parents, and school counselors.

Promote students' academic success by improving access, transition, persistence, and graduation

- Restructure onboarding and first year experience to better prepare students to start college successfully.
- Increase access to academic requirements.
- Create a climate supportive of the intentional academic experience.
- Improve design, access, and delivery of successful academic support.
- Rethink and redesign college infrastructures with a focus on persistence and graduation.

Create a data-rich and information-rich environment to inform decisions and evaluate strategies

- Create a data-mining infrastructure that uses, coordinates, and integrates existing assets into a singular accessible database (Banner).
- Create a culture that uses data as the foundation for institutional decision-making particular to recruitment and retention strategies and resource allocation.
- Provide avenues of communication of data using a variety of in-person, print, and digital mediums.

Strengthen communication and marketing with internal and external stakeholders

- Market affordability as a key factor in recruitment efforts.
- Create a marketing committee with diverse representation to focus on recruitment and retention campaigns.
- Streamline and improve the timeliness of the scholarship awarding process.
- Deliver the quality service we promise in every aspect of the student experience.
- Communicate recruitment and retention progress and plans regularly and clearly to faculty and staff.

Increase collaboration among departments across the College to support recruitment and retention

- Create an atmosphere where recruitment and retention are the responsibility of every person at the institution.
- Create opportunities and responsibilities for sharing ideas, challenges, successes, etc., across academic departments and support offices.