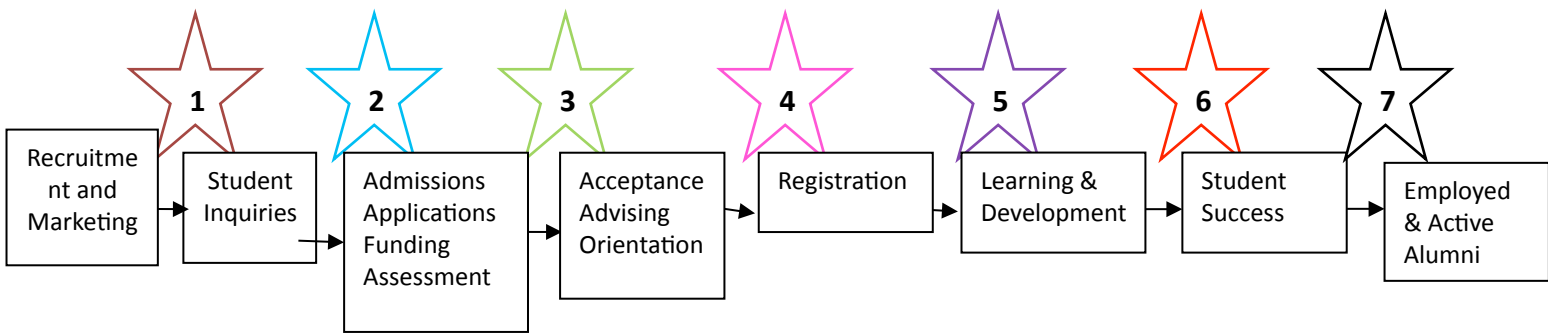
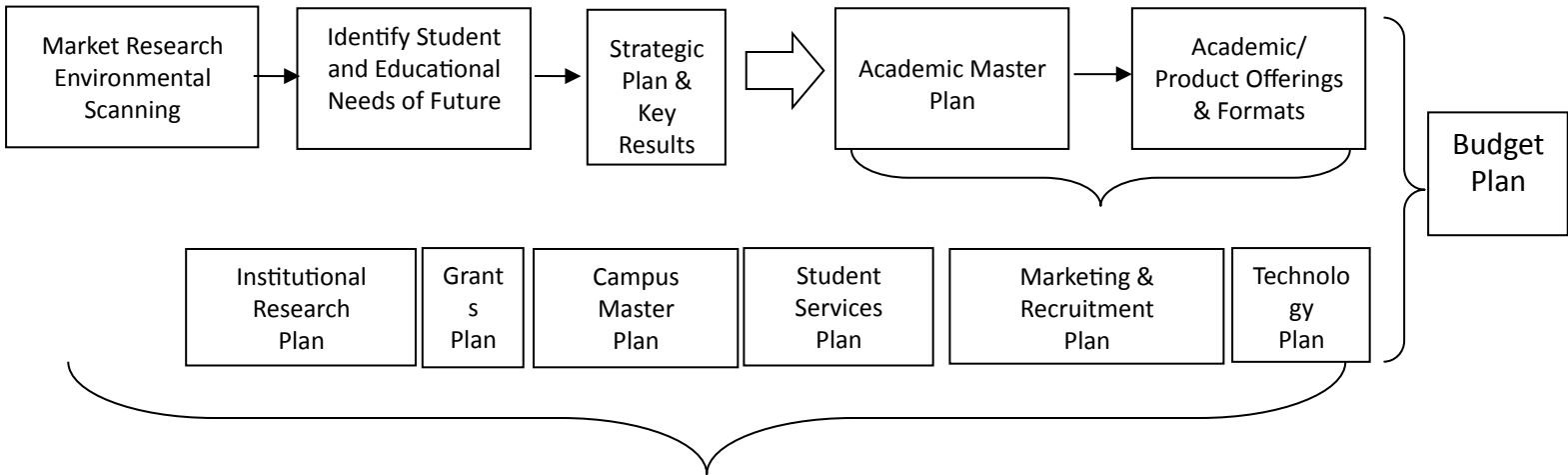


# Strategic Enrollment Management

Objective: Student Success & Institutional Sustainability

Mission & Brand



# Strategic Enrollment Management Update

Denise Vujnovich Ed.D.

Vice President for Student Development & Success





Low Hanging Fruit

## Most of the low hanging fruit has been picked:

- New marketing campaign
  - Social media
  - Billboards
  - Commercials
- Connecting with new and continuing students to:
  - Register
  - Complete admissions process
  - Complete financial aid process
  - Offer payment plan for outstanding balance
  - Consider taking classes during summer trimester
  - Stay connected & use student email



Low Hanging Fruit

## Most of the low hanging fruit has been picked:

- Stay enrolled
  - Retention coaches
  - Early alert communication
  - Counselors connect with students on academic probation



Low Hanging Fruit

## Most of the low hanging fruit has been picked:

- Remaining opportunities
  - Fill empty seats
  - Transition GED graduates
  - Enhance Learner Support & Transition academic support services
  - Perform ongoing process improvements
    - Simplify academic standing
    - Simplify graduation status tracking
    - Coordinate Recruitment & Welcome Center processes
    - Process financial aid refunds earlier



New Fruit

## New Enrollment Opportunities:

- Expand online offerings
- Offer new programs
- Expand Credit for Prior Learning
- Offer High School Academies
- Open new facilities
- Expand residence hall summer occupancy
- Expand offerings in Regional Locations
- Define Summer trimester



## Challenges to Harvest

- Define and use metrics to measure yield
  - Establish funnel measures
  - Identify high impact initiatives
  - Identify baseline and set goals
  - Centralize data collection
- New ERP system with bugs
  - Learning the new system
  - Takes longer to process applicant
  - Long list of updates, fixes and report requests



## Challenges to Harvest

- Natural resistance to change
  - New assessment and placement philosophy
  - Program entrance requirements
  - Admissions process
  - Silos





## Sustainability Needs

- Research resources
- PowerCampus resources
- Funnel measures and goals
- Enrollment forecasting tool
- Early Alert tracking tool
- Integrated planning
  - Strategic Plan & Key Results
  - Achieving the Dream
  - Strategic Enrollment Management
  - Academic 2020
  - AQIP



## Restructure

- Continue to integrate Strategic Enrollment Management into the way we look at our core business.
- Reassess Strategic Enrollment Management team structure
  - Smaller strategy team
  - Focused work groups



Mature & Grow

**Continue to support a “Strategic Enrollment  
Management culture that is student-  
centered; shared; assessment-centric; and  
sustainable.”**

**-Chris Bell, Maguire Associates,  
SEM Plan, September 15, 2014**