

Enrollment Planning: Future Directions



Spring Institute * January 3, 2011

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Agenda

- Why Enrollment Management(EM)? What is Enrollment Management (EM)?
- Key Elements of an Effective EM Plan
- Overview of Enrollment Goals and Targets
- Who's Involved?
- Timelines
- Ideas and Suggestions



Why Enrollment Management Planning and What Is it?

- Competition in the market place for high quality students.
- Growth & Survival of institution, programs and services.
- Students and Parents have choices about institutions.
- ...“integrated and holistic effort...”
- ...“institution-wide, intentional, and comprehensive process....designed to provide student access and success...”
- ...“organizational concept and systematic set of activities...”



Enrollment Management Paradigm

- Enrollment management is a systematic, holistic, and integrated approach to achieving enrollment goals by exerting more control over those institutional factors that shape the size and characteristic of the student body. It includes activities associated with attracting and retaining students including marketing, recruitment, financial aid, orientation, advising and instruction. It also involves examining institution mission, program and service offerings, organizational structure, and resource allocation. The process relies heavily on the use of pertinent data and information for informed decision making. - Noel-Levitz



Key Elements of an effective Enrollment Management Plan

- Mission
- Programs & Services
- Organization Structure
- Student Centeredness
- Marketing
- Recruitment
- Financial Aid
- Orientation
- Data Driven
- Advising
- Instructions
- Customer Service Focus



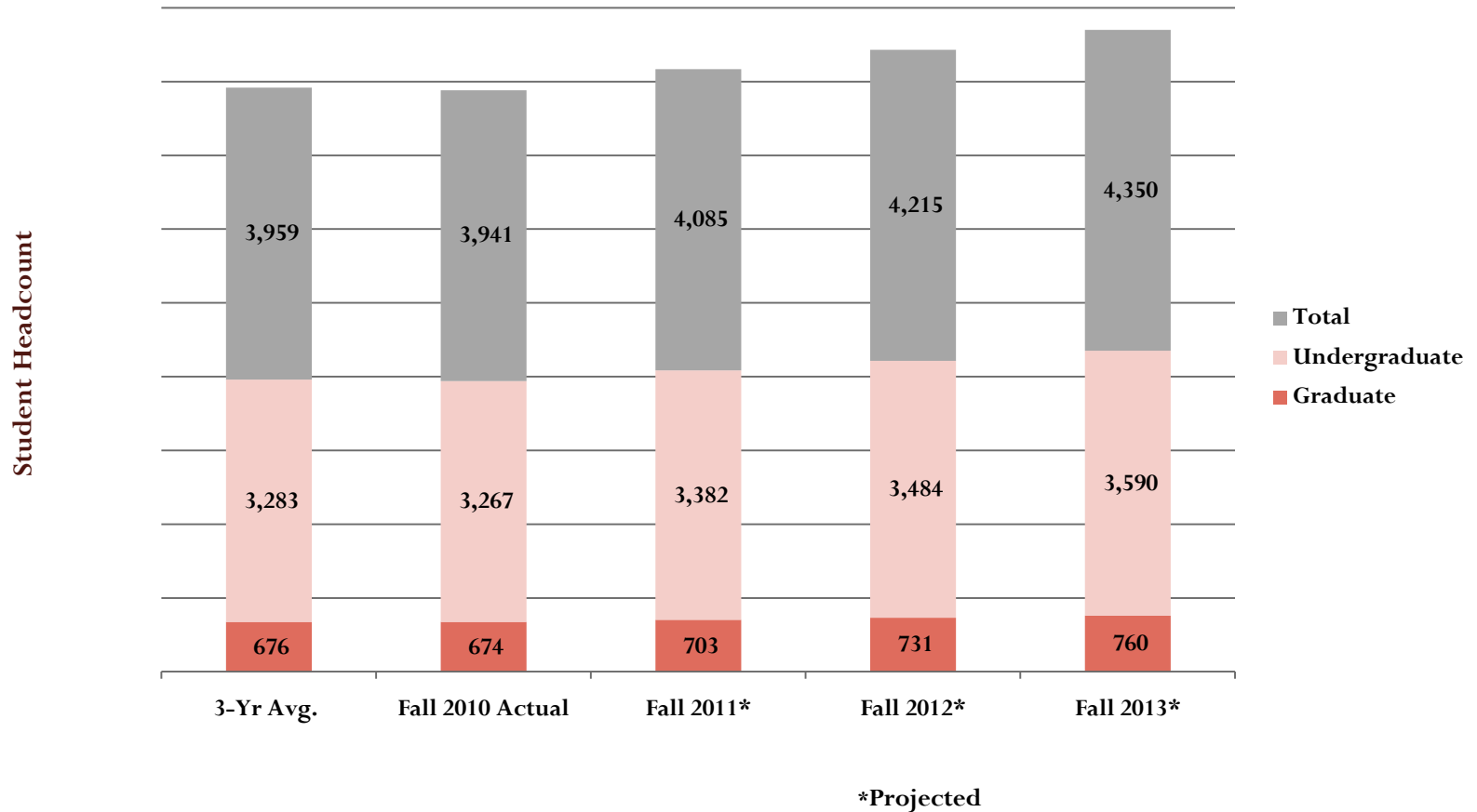
CAU Enrollment Goal

5,000 Students by 2015!!!

How do we get there?



3 Year Headcount Enrollment Projections FY 2011-2013*



*Source: Pathway to a Secured Future Strategic Plan 2010-2013 Clark Atlanta University



Strategic Priorities 2010-2013*

1

Build and execute institutional accountability for enrollment management

2

Build institutional capacity.

3

Align learning, knowledge/discovery and performance

4

Improve and maintain financial strength and viability

5

Embrace and provide leadership in community development and environmental sustainability

Priority 1: Build and Execute Institutional Accountability for Enrollment Management*

Strategic Goal 1: Offer a campus-wide comprehensive program to attract and retain a multicultural and international pool of talented learners.

Key Initiatives

- Develop an Enrollment Management Plan **(Including a Recruitment Plan)**
- Increased scholarship dollars to attract quality students
- Fully integrate CAuPRI* into the Enrollment Management Process
- Accountable Customer Service
- Global Leadership Academy

* Also linked to other priorities

Indicators of Impact

- ✓ Increased undergraduate and graduate student inquiries, completed applications, new student registration and matriculation
- ✓ Increased number of students served per program
- ✓ Increased student diversity and the quality of students
- ✓ Increased student retention and graduation rates
- ✓ Increased student involvement in co-curricular and extra-curricular opportunities
- ✓ Higher student satisfaction with quality of support services and customer service
- ✓ Accountability for processes and policies
- ✓ Reduced tuition dependency

*Source: **Pathway to a Secured Future Strategic Plan 2010-2013** Clark Atlanta University



Core Values*

**Student
Centeredness**

**Pursuit of
Excellence**

**Innovation and
Discovery**

Integrity

**Social
Responsibility**

Respect



Who's Involved?

- Everyone! Enrollment Management is everybody's business at the University!!
- We plan to develop an Enrollment Management Team composed of key stakeholders from across University divisions.
- We will develop action-oriented task forces, committees and groups to generate ideas and suggestions and to bring them to life.
- All members of the University Community have a role to play in developing and carrying out an effective Enrollment Management.



Timeline for EM Plan Development & Implementation

Spring Semester 2011

- **January-February**

- Develop Action Steps
- Appointment of Enrollment Management Team
- Conduct Focus Groups, Listening Sessions, Forums, SWOT Analysis, Collect and Analyze Data

- **March-April**

- Prepare Draft of Preliminary Recommendations
- Report Final Recommendations
- Kick Off of Enrollment Management Plan Initiatives



Enrollment Management Ideas

- On line Classes
- Virtual Advisors
- Reach out to Non Traditional Students
- Examine Infrastructure
- Formulate Partnerships
- Articulation Agreement with Two-Year Colleges
- Recruit outside of Metro Atlanta
- Focus on Retention and Persistence to Graduation
- Examine Program Offerings
- Strengthen Co-curricular Activities
- Improve Customer Services
- Your Ideas and Suggestions_____

Thank You!!!

