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 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*

*Projected

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

CAU Spring Institute 2011: Enrollment Management Planning
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

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

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