

## **Administrative Activities Review—Enrollment Management**

### **Mission/Goals**

We are in the process of developing an undergraduate enrollment plan for the university. Within this plan, enrollment goals will be defined that address the four pillars of enrollment management:

- New student recruitment
- Financial aid and tuition pricing
- Retention and completion
- Service-to-students

### **Services**

The following are the primary roles of the chief enrollment officer:

- Oversight of financial aid, undergraduate admissions, and the transfer enrollment services center
- Strategic enrollment planning
- Facilitate the campus communication related to enrollment management efforts
- Develop a systematic and integrated approach to the implementation (and assessment) of enrollment management initiatives
- Establish and maintain external partnerships

### **Resources/Staffing**

Currently there is not an enrollment management budget. Previously (2009-2012), a portion of the funds generated from the admissions application fee (\$100,000) was placed into an enrollment management budget to handle one-time costs associated with a new initiative.

These funds provided enrollment management the ability to quickly respond to opportunities that would strengthen our enrollment efforts.

### **Future Plans**

The **Fall 2019 – Fall 2020 Enrollment Plan** should be completed by October 1. This planning document will guide the University's enrollment management efforts over the next two years.