This document provides a template for articulating school enrollment plans. Please respond to each of the five Enrollment Planning Questions articulated below. Within each area, “issues/topics to consider” are offered as guidelines that you might choose to address within the broader category. While we do not expect you to address all of these issues, we hope you can frame your overall response as much as possible within these guidelines.

As you articulate your school plans, please keep in mind the following elements of our campus mission that relate most directly to enrollment management:

The mission of IUPUI is to…

**Raise education achievement** and intellectual aspirations in Indianapolis, the state and beyond through leadership and access.

**Student learning** is our highest priority. Creating a learner-centered environment for students is advanced by:

1. Providing access and appropriate assistance for all who demonstrate the ability to benefit from higher education
2. Raising educational aspirations of the populace from access to success.
3. Attracting serious and well-prepared students for every program
4. Providing academic and support programs that serve the needs of a wide array of students and promote their ability to persist in achieving their goals and make learning a life-long commitment.

**Enrollment Planning Questions**

1. **Specific Enrollment Goals.** What are your concrete plans or goals regarding student enrollment for the coming year? To the extent possible, please specify the methods and programs you plan to use and the qualitative and quantitative levels you hope to achieve in relation to these goals.

Issues/Topics to consider:

- Providing access to your programs for people and groups that have been traditionally under-represented within your discipline.
- The quality and levels of preparation you seek among new students
- The composition and diversity of the student body (including special populations such as minorities, international students, students with disabilities, etc.)
• Numerical targets for student majors and course credit hours (program capacity in relation to current and desired enrollment levels)

• Student progress and performance (e.g., course pass rates, retention to degree completion, achievement of specific student learning outcomes)

2. Marketing and Recruitment. What specific marketing and recruitment efforts are you planning for the coming year and how specifically do these relate to the goals you have articulated above?

Issues to consider:

• Marketing themes for your specific programs or the campus more generally (e.g., quality of faculty and programs; student outcomes; high school outreach, communications with existing students)?

• The market demand for your courses and your degree programs (what are your assumptions about demand; what data do you have to support these assumptions? What specific markets do you see emerging or declining?)

• Marketing budget (What resources do you intend to allocate? In what ways?)

3. Academic Program Plans. What are your plans for new and existing academic program development for the coming year and how do these related to your enrollment goals?

Issues/Topics to consider:

• New program development and revamping, consolidating of phasing out existing programs in relation to regional/national needs and demands.

• Interdependence with enrollment in other schools and programs. (What changes are you considering that might impact enrollments in other schools? How might changes in other schools requirements impact your enrollments)

• Articulation agreements with other schools (K-12), colleges, universities, or other educational institutions (how many students do you now get or plan to get through these arrangements?)

• Policies regarding successful student progress.

• Interdisciplinary programs plans, within your school and with other schools.

• New course and program formats, including distance and distributed education, non-semester based time-frames, etc.

4. Student Support Programs. What kind of student support programs and initiatives do you now have and what do you plan to develop in the coming year?

Issues/Topics to consider:

• Merit and need-based scholarships available through your school or to which your students otherwise have access.
• Programs and supports to increase student retention (especially among students who are not progressing satisfactorily).

• Programs, activities, or services for academic and professional advising, and for placing students into postgraduate programs or career positions.

• Programs for special populations, such as minorities, international students, returning adults, students with disabilities, etc.

5. Outreach and Development. In what ways do you plan to expand your relationships with the broader community?

Issues/Topics to consider:

• Alumni outreach and development efforts (current and planned programs and activities for maintaining contact and soliciting input)

• Contacts with representatives from the public and private sector employment settings within which your graduates are most likely to seek employment.

• Cooperative student learning arrangements with business, industry, and other regional institutions.

• Relationship of enrollment goals and plans to regional, national, and international development efforts.

• Faculty and staff development in relation to promoting enrollment management efforts.