Enrollment Management Council Steering Group

Agenda
April 8th 1:00-2:30
CA 537

Enrollment Services
- Updates on Fall Admissions and Enrollment (handout)
- What actions should the EMC promote?

Council on Retention and Graduation
- Report from Scott

Comments on March Full EMC2 Meeting
- There was no meeting. Members are working on their enrollment projection assignment

Marketing and Communications Initiatives Troy Brown and Mark Grove
- Outline of presentation for full EMC2 meeting on April 22nd

Academic Unit Enrollment Projections
- Status Report—Mark Grove

Agenda for April EMC2 Meeting
- What do we want to accomplish?

EMC2 Annual Report
1. What aspects of the charge to your council have provided the foci for your first year of work and what specific goals have you been pursuing?
2. How have you approached each of these goals, i.e., what activities have you pursued related to each goal?
3. What evidence have you collected and considered for each of your goals, and what variables are you tracking to assess progress?
4. What have you learned in connection with each goal, and what actions are being taken to address your findings?
5. With what other groups or individuals has your council engaged to pursue its goals and objectives? Are there any other groups or individuals you hope to engage in the coming months?

Agenda for Upcoming EMC2 Meetings
- May. Trudy will address the accelerated improvement process and identification and use of benchmarks and best practices. The council also will discuss the activities of the past year and make plans for the summer and beyond.

Victor’s (Future) Data Nugget
- Decrease in fall to spring retention and increase in the number of scholarships revoked based on not meeting required GPA

Future Topics for the Steering Group
- Methods to involve EM-related groups
- Selections of future “data nuggets” for presentation to the full council. In addition to any data or information sources that support the presentations on central initiatives noted above, Victor has suggested the following as possibilities:
  - Retention
  - Geographic origin of students
  - Student choice of college
  - Correlates of yield (percent of admits who enroll)
Major migration

- Marketing/communications and determining what is seen as most effective in terms of maintaining or building enrollment. This is of special interest to the deans as some of the recommended steps require a significant commitment of time by school personnel

- Assessment of our work

Bontrager (College and University Journal, 79:4; 2005) suggests the core concepts of successful strategic enrollment management include:

- establishing clear goals for the number and types of students needed to fulfill the institutional mission
- promoting academic success by improving student access, transition, persistence, and graduation
- determining, achieving, and maintaining optimum enrollment
- enabling the delivery of effective academic programs
- generating added net revenue for the institution
- enabling effective financial planning
- increasing process and organization efficiency
- improving service levels to all stakeholders (e.g., prospective and current students, other institutional departments, other institutions, coordinating agencies)
- creating a data-rich environment to inform decisions and evaluating strategies
- creating and continuously strengthening linkages with functions and activities across the campus

The next meeting of the full EMC2 Council is April 22nd 1:00-2:30 in BS 3009
The next meeting of the EMC2 Steering Group is May 13th 1:00-2:30 in CA 537