The mission of IUPUI’s Enrollment Management Group (EMG) is to plan, implement, evaluate and improve coordinated enrollment-related strategies through the work of the Enrollment Management Teams in cooperation with the academic and administrative programs of IUPUI. Toward these ends, the EMG has been working toward developing a comprehensive enrollment plan for the campus, developed around the plans and initiatives of the academic schools.

During last year’s (1998-99) planning and budget review process, academic units were asked to address one specific question regarding school enrollment plans:

• “Please describe any concrete plans or goals you have regarding student enrollment in your major programs or courses. Include with this response any documents you have that articulate your enrollment plans for the coming year.

This year, we seek to take this question and our efforts to develop a comprehensive plan to the next level. The overall goals of this enrollment planning exercise are as follows:

• to assist schools with their internal dialogs and strategies regarding enrollment planning;

• to help articulate to each other and to our publics who we can and do serve within our broad and diverse array of academic programs;

• to keep each other apprised of ongoing and planned developments that might impact enrollments elsewhere across the campus; and

• to provide central support offices (e.g., admissions, international programs, the registrar, the bursar, etc.) with information that will help those offices improve their administrative support to the schools and to the campus as a whole.

Toward these ends, we have devised two tasks. The first one is to articulate school enrollment plans according to a template that was developed by the Enrollment Information Support Team of the EMG, which included
representation from seven schools. Enclosed with this memo is an Enrollment Planning Template to guide your school enrollment planning efforts.

The second task is to provide a set of student and course enrollment projections, by program, for the fall 1999 semester. These projections will be used to develop campus-wide enrollment targets, as well as to report back to you the degree of congruence between student major and course enrollment projections across schools. Also enclosed with this memo, is a listing of the student major programs and course disciplines. You are provided with a five-year trend for each program and course level and are asked to estimate the number of students and credit hours for the coming fall semester. Your estimates need not be based on any specific rationale or method. Intuition and experience are probably your best source of data. Please feel free to contact me (vborden@iupui, 4-8213) or Kathy Burton (kburton@iupui.edu, 4-0094) if you have any questions about the data that is provided herein, or if you require any other information to assist you in this effort.