

Enrollment Management Working Group  
Notes  
May 9, 2011

1. Enrollment Management Spreadsheet.
  - a. Add column for F 2010 for comparison
  - b. Note housing issue with increase in both out-of-state WUE and international student increase. We have to have housing available in order to increase these categories.
  - c. Adjust 1,300 FTF to 1,200 FTF.
  - d. International
    - i. Need a written recruitment plan for international students. Is the increase reasonable? Check with Guru.
    - ii. The count needs to be students paying state tuition and fees. Check on this
  - e. For both resident FTF and Transfers note that the enrollment target is negotiated each year. Therefore, the five-year plan will take the target for the next year and project enrollments for the remainder of the five years. It is important to realize that this number may change each year.
  - f. Check on the undergraduate URM percentage. It seems low. What is the methodology? Should include growth trends in calculating this percentage.
2. Hispanic Serving Institution. Part of our plan should be how and when we will achieve this status.
3. Enrollment Management Plan. We will model it on the SOU plan. It will be short, with clear goals and strategies for achieving those goals.
  - a. Ten-year historic overview of enrollment using the same categories as the enrollment management spreadsheet.
  - b. Retention. Peg handed out a draft retention section. Jyoti and Jená will review. Committee members should send comments to Peg.
  - c. Sections on recruitment will include:
    - i. Resident
      1. FTF
      2. Transfer
      3. WUE
    - ii. Out-of-state non-WUE
    - iii. International
    - iv. Diversity – How are we going to diversify the student body?
  - d. Marketing Section. This should start with the broad goal of how do we market the university and include specifics as needed – i.e., how do we market for FTF, Transfers, etc.
  - e. Financial Aid /Scholarship. This section should explain how we are going to use financial aid and scholarships to achieve our enrollment goals.
  - f. Particular sections may incorporate a number of sections as needed – e.g., under international sections on retention, marketing and scholarship may need to be included.
4. The next step is to assign individuals with the task of writing specific parts of the plan.