

BACKGROUND & PURPOSE:

Strategic enrollment management is the alignment of the institution's strategic planning framework with its mission and values to accomplish institutional enrollment goals. It is a complete and coordinated system for student success; a university-wide initiative to identify and achieve enrollment, retention, and completion objectives.

The purpose of the SELT is to ensure successful attainment of Goal 3. The team serves as the collaborative leadership body charged with delivering on The Ascent, Goal 3: Grow the number of lives impacted – expand student access, opportunity, and completion, addressing the following objectives.

- Serve as a growing and thriving rural university
- Students are retained
- Efficient degree attainment

CASE FOR ACTION:

- The Ascent 2029 Goal 3: Grow the number of lives impacted – expand student access, opportunity, and completion
 - Grow on campus FTE enrollment to 2,500; currently 1,393 (79% increase)
 - Grow online FTE enrollment to 5,000; currently 778 (543% increase)
 - Achieve 80% year 1 retention for first-year freshman cohort; currently 68% (18% increase)
 - Achieve 90% year 1 retention for entering transfer students; currently 74% (22% increase)
 - Achieve 50% 4-year completion rate for entering freshman cohort; currently 22% (127% increase)
 - Achieve 70% 2-year completion rate for entering transfer cohort; currently 30% (133% increase)
- State and national high school graduation rates suggest a declining population of available students over the next decade
- Rural populations continue to be in decline or stagnant
- EOU is heavily dependent upon state funding support
 - Consistent and significant pressure to minimize growth in funding
 - Highly susceptible to state economic condition with high likelihood of recession in relative near term

OBJECTIVES:

Establish and achieve enrollment, retention and completion goals

- Recruit and enroll the desired students (based on numbers, quality, socioeconomic and ethnic diversity, and other characteristics aligned with institutional goals)
- Inform tuition setting and fee remission process
- Deploy the institution's financial aid resources to achieve enrollment goals while optimizing net-tuition revenue
- Coordinate efforts and initiatives to ensure that as many enrolled students as possible persist to graduation
- Collaborate in efforts focused on a student's transition to supportive and engaged alumnus or alumna

DELIVERABLES:

- Develop a consistent and comprehensive data system that informs discussion, action, and reporting
- Coordinate and facilitate action that will ensure annual goals are met or exceeded
- Refine annualized Goal 3 targets consistent with long-term strategic growth initiatives by the 5th week of Fall term
- Annually, provide enrollment estimate, by modality, for budget and planning by the first working day of February
- Annually, provide a comprehensive report on action and plan accomplishments by the last working day in October

KEY MILESTONES:

Annual Fall targets (2020 – 2029):

- On campus - undergraduate
 - Increase FTE enrollment by 5%
 - Increase first-year cohort retention by 1 percentage point
 - Increase transfer cohort retention by 1 percentage point
 - Increase first-year cohort completion rate (4yr) by 3 percentage points
 - Achieve transfer cohort completion rate (2yr) by 3 percentage points
- Off campus - undergraduate
 - Increase FTE enrollment by 17% (165 new transfers students)
 - Increase transfer cohort retention by 2 percentage points
 - Increase transfer cohort completion rate (2yr) by 3 percentage points
- Graduate
 - Increase FTE enrollment by 21%
- High School/Accelerated Learning
 - Increase FTE enrollment by 15%

KEY ASSUMPTIONS:

1. The plan and actions relate to all delivery types (face-to-face, online, hybrid, shortened terms, etc)
2. The plan and actions consider Eastern Promise, undergraduate, and graduate levels
3. Collaborate across the institution to ensure feedback from stakeholders informs the planning and implementation process
4. Other resources (sub-teams, etc.) will be engaged to assist and expedite progress
5. A system for providing effective communication to the EOU community will be developed and used

TEAM MEMBERS:

- Tom Insko, President, Sponsor
- Holly Chason, Associate VP of Enrollment Management and Institutional Effectiveness, Team Leader
- Lacy Karpilo, VP for Student Affairs
- Sarah Witte, Provost
- David Vande Pol, ED of Regional Outreach & Innovation
- Tim Seydel, Vice President for Advancement