



STRATEGIC ENROLLMENT MANAGEMENT

Presentation to the UCC Board of Education

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What is Strategic Enrollment Planning?

“SEP refers to a complex and organized effort to connect mission, current state, and the changing environment to long-term enrollment and fiscal health, resulting in a concrete, written plan of action.”

General Enrollment Management Outcomes

- Increase enrollment of new students
- Increase satisfactory student progress to student completion
- Increase term-to-term student retention rates
- Increase completion rates

UCC Outcome 1: Establish Solid Foundation to Support Recruitment, Enrollment, Retention, and Completion

1. Review Organizational Structure
2. Engage in Market Analysis
3. Practice Data-Informed Decisions

UCC Outcome 2: Increase Recruitment Efforts

1. Create coordinated marketing and recruitment plan around identified target markets
2. Increase academic program promotion
3. Enhance enrollment initiatives that bring potential students to campus

UCC Outcome 3: Streamline and Enhance the Student Onboarding Process

1. Streamline application and enrollment process
2. Provide quality transition services

UCC Outcome 4: Increase Student Retention Rate and Program Completion

1. Offer quality student success initiatives
2. Engage students in learning outside of class
3. Provide quality advising
4. Expand information and access to financial aid resources.

Enrollment Management refers to all of the procedures, initiatives, and events that promote, recruit, assess, admit, and retain students.

“For most institutions, this planning process should initiate a dialogue leading to the realization that current practices will not be sufficient to meet the demands of the majority of learners by 2025.”

Ruffalo Noel Levitz