

# Welcome and Overview

Strategic Enrollment  
Planning Executive Forum

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NL's Defines  
Strategic  
Enrollment  
Planning



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Strategic enrollment planning is a continuous and data-informed process that:

- Provides realistic quantifiable goals;
- Uses a return-on-investment (ROI) and action item approach; and
- Aligns the institution's mission, current state, and changing environment

to foster planned long-term enrollment and fiscal health.

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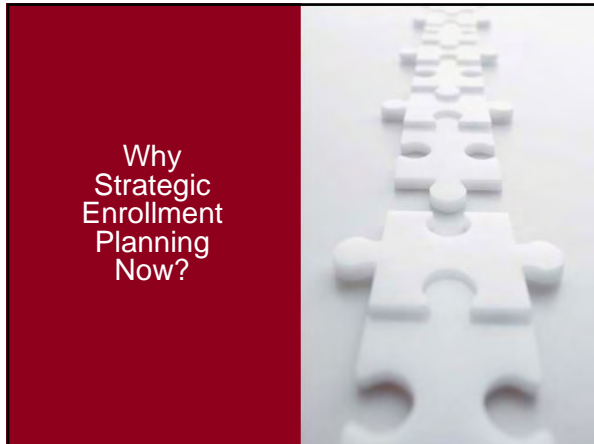
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# Welcome and Overview



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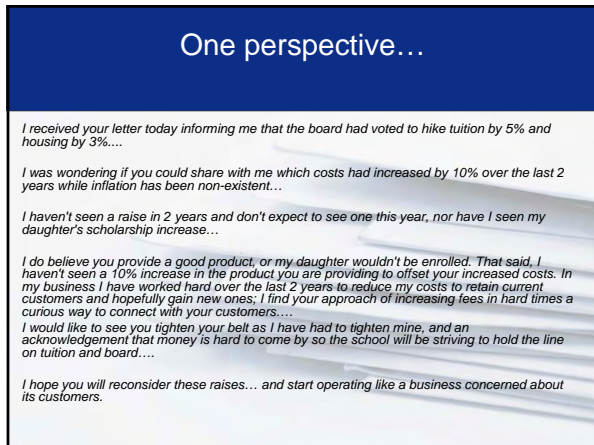
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# Welcome and Overview

Competition



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For-Profit Market



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Access and Success



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# Welcome and Overview

**Our own research tells us:**

- Lumina Foundation
- The Last Professor – Dr. Frank Donahue
- Helping Sophomores Succeed - Hunter, Tobolowsky, and Gardner
- Linking Student Satisfaction to Success – Schreiner
- Crossing the Finish Line – Bowen, Chingos, and McPherson

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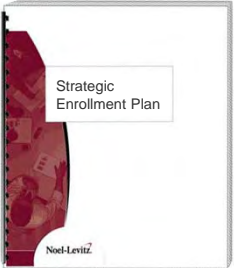
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**Characteristics of a Successful Strategic Enrollment Plan**



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**Futuristic**



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# Welcome and Overview

## Comprehensive



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## Integrated



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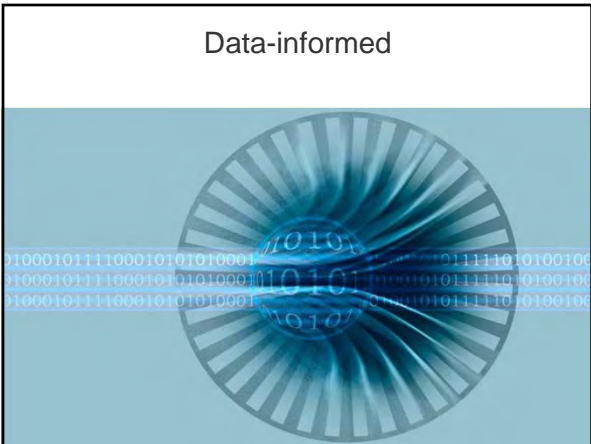
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## Data-informed



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# Welcome and Overview

Academic-oriented



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Contemporary Context



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Fiscally-minded



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# Welcome and Overview

## Five-year Plan



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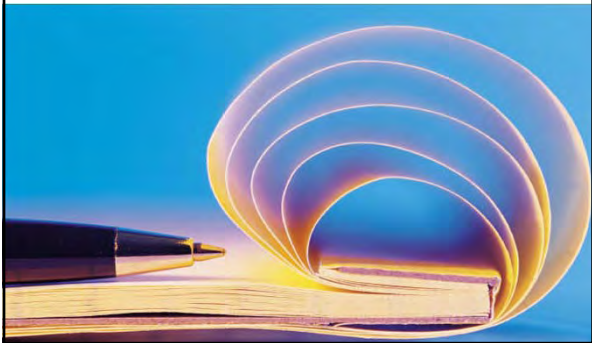
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## Exercise: SEP Priorities



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## Leadership Matters



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# Welcome and Overview

## SEP Council

1. President/Provost/VPAA
2. Chief Financial Officer
3. Director of Institutional Research
4. Faculty Leadership
5. Director of Marketing/Communications
6. Student
7. Vice President for Student Life
8. Vice President for Enrollment Management

Maybe:  
Director of Athletics  
Director of Admissions  
Director of Financial Aid  
Registrar  
Director of Housing

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## Institutional Research



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## Team Leader



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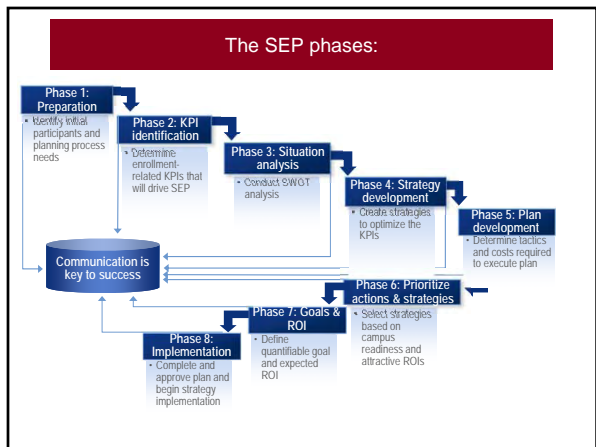
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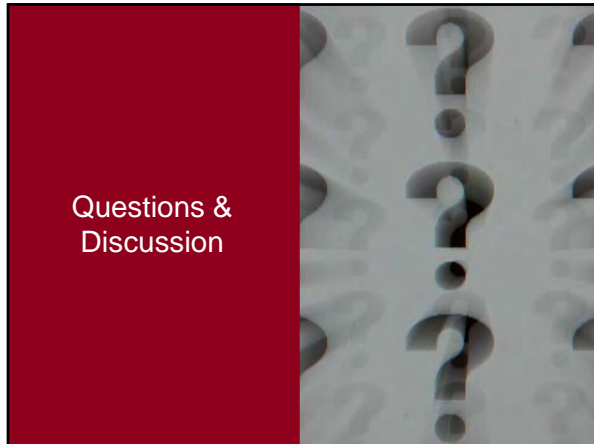
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# Welcome and Overview



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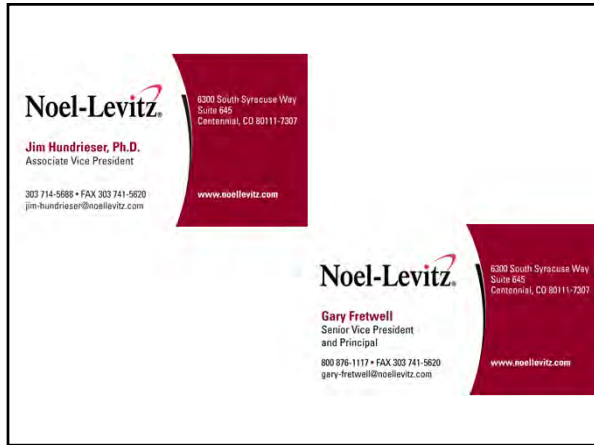
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