

# Planning for Specialty Populations

Planning for  
Specialty Populations

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Identifying  
Subpopulations



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Questions to Consider

1. Define the populations
2. Does the defined population need its own plan or own section within the plan?
3. Which sub-populations are a priority to meet mission, vision, and long-term enrollment goals?
4. How does data indicate where priorities should be?

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# Planning for Specialty Populations

## Potential Subpopulations to Plan for:

- Adults
- Online
- Hybrid
- Transfers
- Graduate
- Satellite locations
- Multi-campus locations

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## Categorical Areas to Recruit and Retain for:

- Home school
- College in high school
- AA to BS
- RN to BSN
- Phased out positions/companies/  
manufacturing plans
- Design technologies
- Gaming animation
- Under-represented populations

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Traditional planning  
=  
*Set goals then  
develop steps to  
achieve those goals*

Strategic planning  
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*Align organization with  
its environment  
to promote stability,  
survival, growth, and/or  
excellence*

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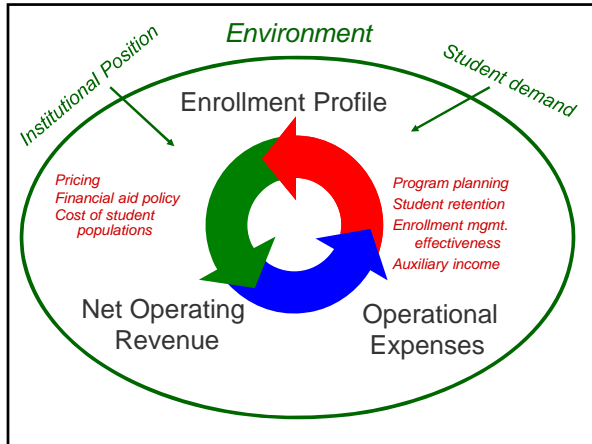
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# Planning for Specialty Populations



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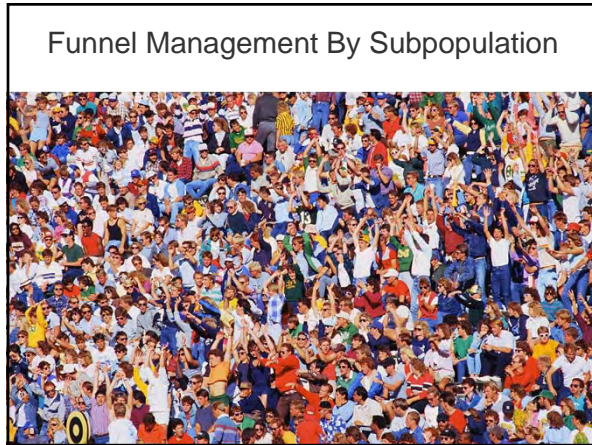
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# Planning for Specialty Populations

## Strategic enrollment planning for subpopulations, if incorporated into plan

1. Key Performance Indicators (KPI) identification
2. Situation analysis and assessment
3. Strategy development
4. Action and support plan development (potential investments)
5. Prioritization of strategies and actions based on readiness and attractive ROIs
6. Quantifiable goal and ROI identification

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## Part of your consideration to plan for new growth

If your primary market is going to decline, will the plan just focus on:

- Increasing your market share of your primary market?
- Increasing your out-of-state enrollment of your primary market?
- Increasing student retention?

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Specialty populations are where it's at...



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