

Strategies Worksheet

Strengthen enrollment planning and management.

A. Introduction and Background

Since 2010, ECU has seen a steady decline in enrollment, from a high headcount in 2010 (4,893) to a low in 2017 (3,723). Of greater concern than the steady decrease, is that the decrease is occurring in almost all recruiting categories (incoming freshman, transfer, graduate) as well as in retention across the board. Historically, ECU one-year retention percentage hovers in the low 60% range. However, the first time, full-time freshman one-year retention rate from 2015 to 2016 was 52% and from 2016 to 2017 was 46%. In Fall 2015, ECU experienced a large increase in new international students. For a variety of reasons, these students were not retained. Major numbers have decreased for almost every major, making discussions about program viability a necessity. While new programs have shown growth, none have shown explosive growth. The university needs a comprehensive strategic approach to enrollment management.

Who will be directly and indirectly impacted?

- *Student population*
- *Classroom usage*
- *Program enrollments*
- *Student services*

What are the major elements of this Strategy?

1. *Comprehensive recruitment strategy*
2. *Comprehensive communication strategy*
3. *Comprehensive travel strategy*
4. *Identification of target populations*
5. *Creation of a “best practice” driven onboarding strategy for all new students.*

B. Contribution to Other Goals

This Strategy will contribute to the following other Goals:

- *Goal 4: Create a culture of effective communication*
- *Goal 1: Achieving academic excellence.*
- *Goal 3: Creating an inclusive experience for stakeholders*
- *Goal 5: Leveraging current resources to achieve the mission.*

C. Specific Actions, Elements, Steps and Timelines

D. Potential Models

Western New Mexico University

<https://wnmu.edu/>

Northeastern State University

<https://offices.nsuok.edu/admissions/NextSteps.aspx>

Cedarville University Onboarding Slides

<https://www.cedarville.edu/~media/Files/PDF/Web-Development-Services/Personalizing-the-New-Student-Onboarding-Experience-HighEdWeb2015.pdf>