

OVERVIEW OF ENROLLMENT STRATEGIC PLAN

FALL 2012



STRATEGY 1: MANAGE ENROLLMENT CAPACITY

- Determine capacity of each program.
- Match enrollment capacity.
- Increase or decrease capacity to ensure maximum resource utilization.

STRATEGY 2: INCREASE FIRST TIME FULL TIME FRESHMEN COHORT

- Increase the number of first time full time freshmen.
- Enhance partnerships with CPS and neighboring school districts.

STRATEGY 3: INCREASE SCHOLARSHIP

- Increase the number and value of endowed merit based scholarships.
- Medallion, President, Provost, college, unit, etc.

STRATEGY 4: INCREASE TRANSFER STUDENTS

- Increase the number of students transferring from community college especially through the development and use of joint admittance programs.
- Collaborate with the leadership and faculty at community colleges to strengthen articulation.
- If possible, implement differential tuition to address the demand for and /or cost of offering programs.

STRATEGY 5: INVOLVE ALUMNI

- Increase alumni and current student involvement in recruiting.

STRATEGY 6: INVOLVE DEPARTMENTS

- Increase recruiting at the college /department levels.

STRATEGY 7: INCREASE RECRUITING EFFORTS

- Increase and refine recruiting efforts to include emphasis on:
Regional
National
International