Enrollment Management Subcommittee

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Goal & Initiatives

Goal: Develop a sustainable model for identifying additional markets for, recruiting and retaining quality students, promoting diversity, and maintaining a tradition of academic excellence for the purpose of enhancing student learning, satisfaction and growth, while maintaining the campus culture.

#1 Maintain the viability of the University by increasing the sources of qualified students and improving retention rates.

#2 Eliminate obstacles to improve the efficiency and effectiveness of the enrollment process.

#3 Explore opportunities to expand hybrid course offerings and accelerated degree options.
Information Sources

- Conducted five open forums
- Received faculty & staff comments
- Participated in combined open forum
- Meeting with Financial Aid staff
- Interviewed Institutional Research Staff
- WU planning profile – 7/24/09
- WU headcount and student credit hours for past 10 years
- WU Adult Enrollment for past 10 years
- Online Enrollment Report for past 3 years
- WU Retention Analysis Fall 2007 to Fall 2008
- Admissions & Marketing Consultant Report 4/16/08 & Revised 8/3/09
Information Sources cont.

- ACT Alumni 5 Year Graduate Follow-Up Survey Report
- Choosing a Postsecondary Institution: Considerations Reported by Students
- Scrolling Toward Enrollment Web Site content and the Expectations of College-Bound Seniors
- Successful Minority Student Recruitment, Retention and Career Transition Practices
- Shawnee County & Other Kansas Public School Enrollments 2008-2009
- Statewide Population Assessment 2040
- Washburn University Early Start Options Program
- The College of 2020: Students Executive Summary
- National Freshman Attitudes Report
- Boomers, Gen-Xers & Millennials: Understanding the New Students
Information Sources cont.

- California State University Northridge Strategic Enrollment Management Plan
- South Dakota School of Mines and Technology – Strategic Enrollment Management Plan
- Slippery Rock University of Pennsylvania – Institutional Enrollment Management Goals & Projections
- Inter-Institutional Quality Assurance in Online Learning, QM™ Quality Matters, a rubric for quality assurance in online learning courses