

University Council

Undergraduate Enrollment Assessment and Strategy
September 9, 2019



EAST TENNESSEE STATE
UNIVERSITY

Undergraduate Enrollment Services Review

- Review of ETSU's application of best practice in Strategic Enrollment Management
 - AACRAO Consulting (American Association of Collegiate Registrars and Admissions Officers)
 - Structure and Staffing
 - Policies and Practices
 - Technology Review
 - Marketing and Communication
 - Data and Strategy
 - Recruitment and Retention



Structure and Staffing

- VP, AVP, Director
 - Ongoing AACRAO Consulting
- Enrollment Management Leadership Team
- Admissions Leadership Team
- Marketing and Communications Team
- Dual Enrollment Team
- Transfer Team
- Counselor Tiers



Data and Strategy

- Territory Management
 - Goals, Targets, Milestones, Dashboards
 - Trends and Forecasting
 - Consistent Staffing Approach
- Increase Applications from Primary Markets
 - College Application Week
 - On-site Admissions
 - “What Can ETSU do For You”



Policies and Practices

- Processing Time
- Self-Reporting of Scores
- Scholarship Awarding
- Dropped for Non-payment



Technology Review

- Banner Functionality
- Admissions and Financial Aid Integration
- CRM
- Tele-counseling and Texting
- Melt Communication



Marketing and Communication

- Integrated Approach
 - University/College/Program/Student
 - ROI – Experience/Outcomes
 - Competitive Advantages
 - Academic Distinctiveness
- Community College/Transfer Communication
- On-Campus Experiences – Personalization
 - Open House
 - Tours
 - Top Scholars
 - Orientation



Recruitment and Retention

- Financial Aid/Scholarship Optimization Review
 - Tuition/Pricing
 - Market Strategy
 - Merit/Need Based Aid
 - Delivery Model
- Advising Review
 - Support and On-track
- First Year Experience Review
 - Scaled Integrated Experiences
 - In and Out of the Classroom
- Student Success and Retention Team



Innovation – Change is required

- Recruitment Yield has fallen for 10 years
 - More than freshmen
 - Transfer
 - Online
 - International
- Success Transformation
 - First year experience
 - Scaling impact practices
 - Advising
- Investment
 - Time and Resources

