

Immediate Strategic Enrollment Management Needs

November 2017

1. Make necessary improvements to the student application process

- a. Modify the requirements associated with Snow College admission
- b. Modify the requirements associated with Snow College course enrollment (e.g. high school transcript and ACT scores required here)

Measure: Time frame from application completion to admission decision

Measure: Higher yields from freshman application to admission

2. Increase the freshman class by at least 150 new full-time freshman students.

- a. Distribute increases respective of regional areas (six-county, Wasatch Front).
- b. The number/percentage of new freshman students enrolling from the high school concurrent enrollment pipeline with special emphasis on the six-county service area.

Measure: Freshmen headcount and FTE enrollments consistent with the Snow College projection model by area and type of student

Measure: Number of high school concurrent enrollment students matriculating as new freshman with special consideration given to the six-county area.

3. Implementation of the intake, tracking, and communication pieces of the CRM

- a. Select an appropriate “go-live” date reasonable to meet the immediate recruitment and enrollment goals.
- b. Develop a data-matching/cross-walking effort/program to consolidate BadgerWeb intake processes with CRM intake processes for data integrity.

Measure: Reasonable “go-live” date

Measure: Realistic cross-walk processes to consolidate and ensure data integrity (a single searchable database preferably in Banner or with direct links to Banner)

4. Assess changes in merit-based academic waivers against the traditional award system.

- a. Provide awarding data based on the traditional model
- b. Collect awarding data based on revised awarding practices

Measures: time of data dump for awards, changes to the award indices, awarding delay, award denial, enrollment yield, number eligible, number awarded.

5. Develop a Strategic Enrollment Management Plan for the institution

- a. Hire a part-time institutional research analyst
- b. Identify and orient membership of the SEM Executive team
- c. Establish a timely and reasonable plan with development goals for plan completion to be delivered to the President no later than August 1, 2018.

Measures: personnel (flow chart), timeline, documented plan, meeting minutes