STRATEGIC ENROLLMENT MANAGEMENT

Five Year Vision Ohio Implementation Plan Linkage
Goal: Recruit and retain talented and diverse students, faculty, and staff
Objective: #10: Create and implement a strategic enrollment management plan that promotes fiscal stability and improvements in quality, access, and affordability/efficiency.

Strategic Enrollment Management Charge
• Create and implement a strategic enrollment plan that promotes fiscal stability and improvements in quality, access, and affordability/efficiency
  – Strategy 1: Establish Vice Provost for Enrollment Management Positions --- Done!
  – Strategy 2: Improve the quality of first-time enrollees
  – Strategy 3: Improve access, affordability and efficiency
  – Strategy 4: Create and implement a student recruitment marketing campaign
  – Strategy 5: Expand marketing and advertising

Governance Information
• Dr. Kathy Krendl, Executive Vice President and Provost
• Craig Cornell, Vice Provost, Enrollment Management
  o Mrs. Debra Benton, University Registrar
  o Mr. David Garcia, Director of Admissions
  o Ms. Soni Williams, Director, Student Financial Aid and Scholarships

• Committee Structures:
Terms/Definitions

- **Enrollment Management**: The process of defining enrollment and retention goals based on enrollment trends and historical campus enrollment.
- **Strategic Enrollment Management (SEM)**: The process of defining enrollment and retention goals, developing a comprehensive enrollment plan, and developing key performance indicators as a function of institutional strategies (Vision Ohio) and external constituencies (USO).
- **Yield**: Percentage of admitted new freshman students who are counted in the final fall number of enrollees.
- **Retention**: New first time fall freshman who are still enrolled one year later when we count the following year’s class.
- **Affordability**: The ability for students and families to pay for and/or finance their education at Ohio University
- **FAFSA**: The Free Application for Federal Student Aid; US Department of Education financial aid application used to determine the family’s financial strength expressed in the form of a number ranging from 0-9999 called the Expected Family Contribution. This number then is used in the determination of federal aid awards. Also used by the Ohio Board of Regents for various financial aid awards.
- **EFC**: Expected Family Contribution; the family’s financial strength expressed through the calculation of information provided on the FAFSA. The number ranges from 0-9999.
- **Pell Grant**: The large federal government grant financial aid program for families whose EFC falls below 4111.
- **OCOG**: The Ohio College Opportunity Grant; the large State of Ohio government grant financial aid program for families whose EFC falls below 2101.

Timeframe/Timeline

This is an ongoing initiative as our enrollment and retention of students does not end. However, some highlights are to establish and hire the Vice Provost for Enrollment Management position in 2008, which has been done. In addition, the enrollment plan is to be developed throughout the 2008-09 school year.

Where to go for updated information and to provide suggestions or ask questions.

- The Strategic Enrollment Management website is to be developed and will be found at:
  www.ohio.edu/provost/strategicenroll.cfm
- E-Mail: cornellc@ohio.edu

Frequently Asked Questions

1. **Why develop a Strategic Enrollment Management Plan?** The need to align our marketing, recruitment, admissions, and retention initiatives against our overall strategic direction is essential. Without the collaboration and alignment of all of these initiatives, taking into consideration financial and student demographic pressures in Ohio, we would be at a great competitive disadvantage as an institution and would suffer potentially large enrollment, retention, and student success losses.

2. **What are the components of a Strategic Enrollment Management Plan?** A SEM plan is an iteratively stepped plan which will lay out the environmental landscape relative to enrollment based on historical numbers and projections at Ohio University. Secondarily, an assessment of enrollment goals and needs based on fiscal solvency, Vision Ohio and USO goals will be done. Finally, plans on how to bring the projections in alignment with enrollment goals will be developed and laid out including a marketing plan, enrollment (admissions) plan, scholarship awarding plan and retention plan.

3. **Isn't doing a “financial aid analysis” and financial aid leveraging just a way to buy students?** No. The reality is that there is a limited amount of institutional aid we have to give out to students. A thorough and continuing analysis of the best way to use these limited dollars, tied to our Vision Ohio and USO goals as defined in the enrollment plan we are developing, will allow us to be the Ohio University we want to be.
Reference List
AACRAO publications: http://www.aacrao.org/publications/new.cfm
SEM Works white papers: http://www.semworks.net/white-papers.php
Noel Levitz reports and papers: https://www.noellevitz.com/Papers+and+Research

Contacts
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