



Item: AS: I-2

**COMMITTEE ON ACADEMIC AND STUDENT AFFAIRS**

**Tuesday, February 24, 2015**

**SUBJECT: ENROLLMENT MANAGEMENT UPDATE**

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**PROPOSED BOARD ACTION**

No action is necessary. This item is only informational.

**BACKGROUND INFORMATION**

An update on Enrollment Management initiatives.

**IMPLEMENTATION PLAN/DATE**

N/A

**FISCAL IMPLICATIONS**

N/A

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**Supporting Documentation:** N/A

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# Update on Enrollment Management

*Presented by Michele Hawkins, Associate Provost for Planning and Finance  
Board of Trustees - Committee on Academic and Student Affairs  
February 24, 2015*

*Making Waves*

# Overview

- The University's **academic programs** guide enrollment planning and processes
- Close coordination with all **student services** at the undergraduate and graduate levels
- Tremendous and **continuous improvement** coordinated throughout the last year



# Structure

- Three units coordinate student progression
  - **Undergraduate Admissions** (general recruitment, application process, admissions decisions)
  - **Student Financial Aid** (awarding financial aid, continuously monitoring eligibility)
  - **Registrar** (scheduling courses, registering and graduating students)

# Background

- Oct. 2013** Units moved under Provost's Office
- Jan. 2014** Initiated review by American Association of Collegiate Registrars and Admissions Officers (AACRAO) consulting firm
- Aug. 2014** Establishment of Enrollment Management Oversight Committee (EMOC)

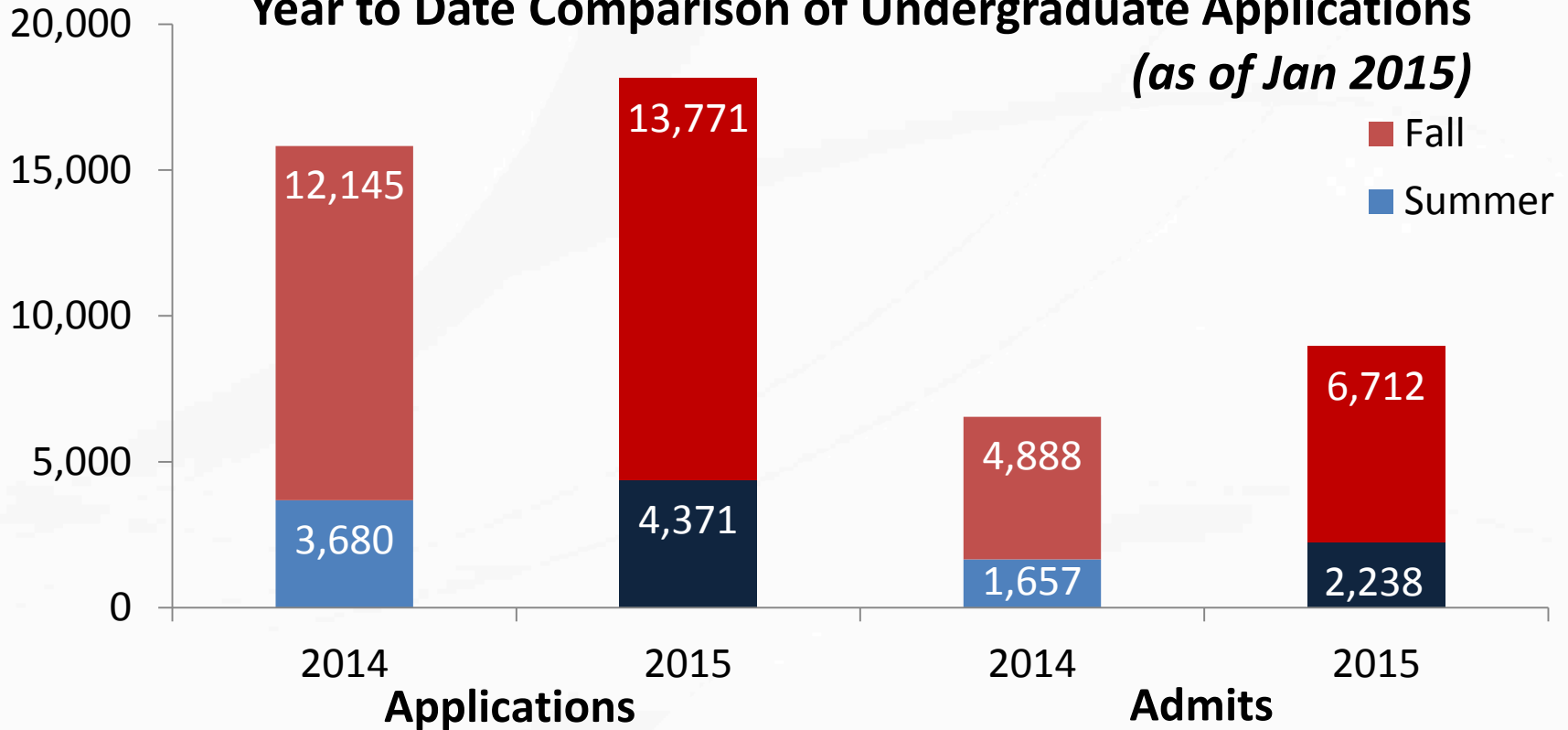
# New Leadership

- **Enrollment Management Oversight Committee**
  - Michele Hawkins, Associate Provost (*Chair*)
  - Jason Ball, Associate Provost and CIO
  - Jorge Calzadilla, VP for Public Service
  - Joel Herbst, Assistant Dean for PK-12 Schools
  - Corey King, VP for Student Affairs
- Oversaw transition and continues to provide input

# Admissions

- **Higher Quality than Ever**
  - Annual increase in standards (current admit GPA is 3.9)
  - Record attendance at open houses
- **More Efficient than Ever**
  - Applying is faster and easier with new online application
  - Admissions decisions delivered within 24 to 48 hours
  - Instant admit process at recruiting fairs

## Year to Date Comparison of Undergraduate Applications *(as of Jan 2015)*

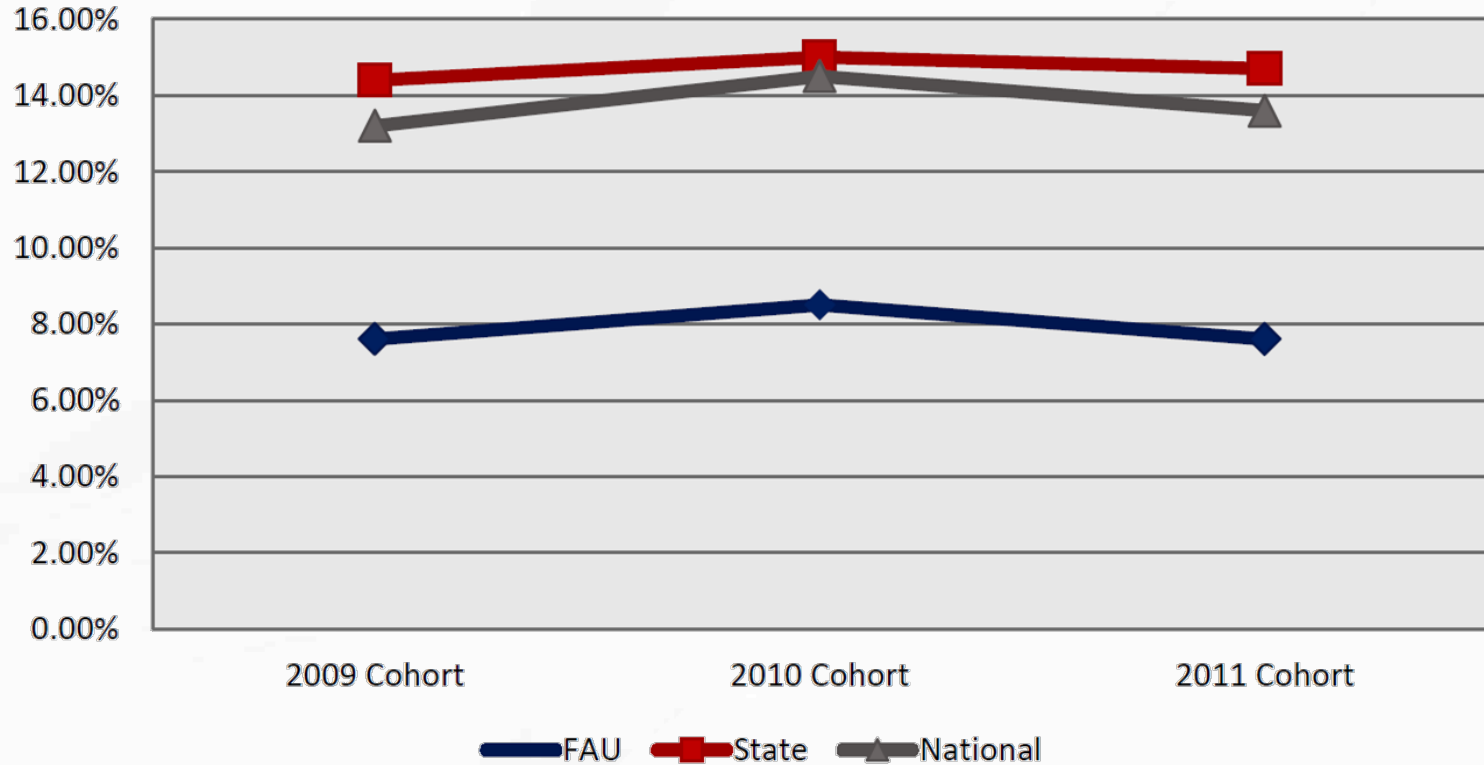




# Financial Aid

- **Merit-based scholarships** increased by \$1,000 to recruit the best students
- **Continuous monitoring eligibility** for students on scholarships and conducting interventions
- **Scholarship Resource Center** to connect students with funding opportunities
- **Financial literacy program** to promote consumer awareness and prevent loan defaults

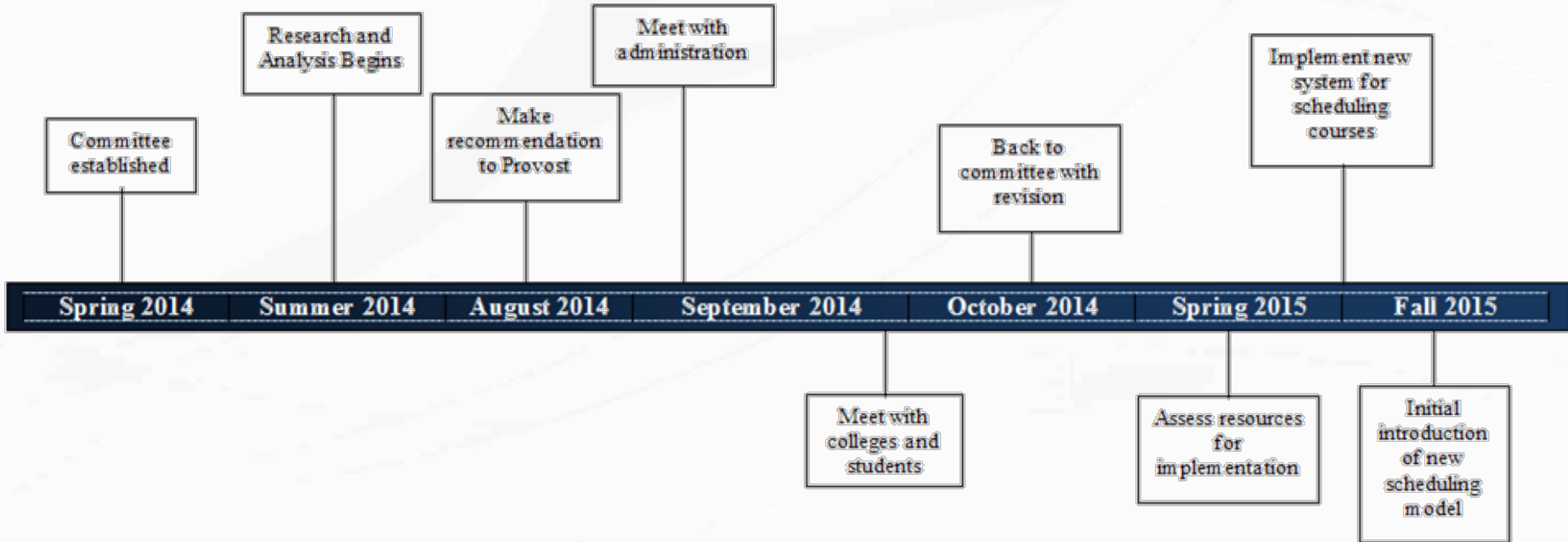
# 3 Year Cohort Loan Default Rates



# Registrar

- **Scheduling Committee**
  - Team of faculty and staff from all Colleges
  - Reviewed best practices and engaged consultants
  - Surveyed the needs of students and faculty
- **Proposed Schedule Model**
  - Maximizes classroom space throughout the week
  - Promotes accessible scheduling for timely progression

# Scheduling Committee Timeline



# Current Projects

- Customer service campaign & call center
- One-stop-shop for student service
- SWAT team formed to strategically and rapidly tackle BOG performance funding metrics
- Recruiting international (Navitas) and out-of-state students to enhance geographic diversity
- Hispanic Association of Colleges and Universities

# Questions?