

Strategic Enrollment Planning

College of Graduate Studies
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Concept

Phases of strategic enrollment planning Ruffalo Noel Levitz

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Concept

Strategic enrollment involves Ruffalo Noel Levitz

Strategic enrollment planning involves:



- **Program** (academic, co-curricular, services, support)
- **Place** (on-site, off-site, online, hybrid)
- **Price and Revenue** (tuition, fees, discounts, incentives)
- **Promotion** (marketing, recruitment, web presence)
- **Purpose and Identity** (mission, distinctiveness, brand)
- **Process** (data-informed, integrated planning)



College of Graduate Studies Key Performance Indicators

- **Enrollment headcount**
- **Enrollment FTE**
- **Undergraduate GPA**
- **Retention**
- **Graduation Rate**
- **Gross and net operating revenue**
- **Diversity**



College of Graduate Studies Action Plans

- **Develop data-informed graduate student financial aid and graduate/teaching/research stipend policies to attract and retain increased numbers of talented graduate students**
- **Develop a graduate marketing and recruitment plan to grow programs with the capacity to grow without adding infrastructure costs.**
- **Conduct a comprehensive competitor analysis for graduate programs, including cost/student, credits per program, time to degree, and published outcomes.**
- **Improve GAPA process, including IT systems support**
- **Develop a plan to deliver recruitment fundamentals to the Grad/Prof programs: Enrollment fundamentals for each college; recruitment of UT undergraduates; personalized and customized outreach (COGS tasks; program tasks); recruit back**



College of Graduate Studies Plans in Action

- **Recruit Back**
- **Development of a marketing and recruitment plan managed by COGS including graduate programs.**
- **Improve GAPA process and seeking IT systems support**
- **Coffee with COGS – Recruit UT UGs into graduate programs**



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