

THE UNIVERSITY OF TOLEDO'S
**STRATEGIC
ENROLLMENT
PLAN**
2017-2022



THE UNIVERSITY OF
TOLEDO
1872

The strategic enrollment planning process for The University of Toledo is a comprehensive and continuous process that must relate to ever-changing internal and external environments.



I. ACADEMIC PROGRAM STRATEGIES

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| A. | Develop a comprehensive plan to align academic program capacity with market demand. |
| B. | Study undergraduate admissions policies and alternate admission tracks to determine the impacts on student enrollments, student retention and graduation rates, academic program enrollments and student support services. |

II. UNDERGRADUATE STUDENT SUCCESS STRATEGIES

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| A. | Expand support for pre-majors in colleges, for undecided students within colleges, for undecided students, and for those who are not qualified for the majors they have chosen (redeciding students) to increase student success/retention and to attract students to UT. |
| B. | Enhance the first and second year student success/retention strategies. |

III. UNDERGRADUATE PROMOTION STRATEGIES

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| A. | Increase customized and personalized recruitment of prospective direct-from-high-school (DHS) students and their parents and guidance counselors. |
| B. | Enhance customized and personalized marketing and recruitment outreach activities and messages to key geographic regions, high schools and prospective students that UT can best serve. |
| C. | Enhance the recruitment and enrollment processes for adult, transfer, online and military students. |
| D. | Enhance the recruitment of undergraduate and graduate international students. |

IV. GRADUATE ENROLLMENT STRATEGIES

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| A. | Develop a plan for the graduate/professional programs to employ best practices in recruitment. |
| B. | Develop data-informed graduate student financial aid and graduate/teaching/research stipend policies to attract and retain increased numbers of talented graduate students, with the aim of directing efforts to expand enrollment in programs with existing capacity for growth without additional costs. |
| C. | Improve graduate personnel action (GAPA) process, including IT systems support. |

V. UNDERGRADUATE PRICE DISCOUNT AND FINANCIAL AID STRATEGIES

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| A. | Provide more effective and efficient financial aid and scholarships. |
| B. | Identify and implement strategies to address the loss of Federal Perkins Loans in the 2018-19 academic year. |

VI. ENROLLMENT MANAGEMENT PROCESS STRATEGIES

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| A. | To support comprehensive, continuous strategic enrollment planning, develop data collection and reporting systems across graduate and professional programs and all student populations (e.g., international, adult, transfer, online and military). |
| B. | Develop and implement processes to continuously monitor the implementation quality and the enrollment effectiveness of all strategies and action steps. |
| C. | Develop and implement a process to ensure the continuous analysis of internal and external strengths, weaknesses, opportunities and threats and the continuous development and modification of data-informed strategic enrollment and redeciding students plans. |



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