

Processes being developed to address University of Toledo enrollment

1. **Process for identifying, analyzing, prioritizing, and implementing immediate (1) enrollment increase activities and (2) resources to fund new and expanded activities**

Timeline

- a. Oct. and early Nov. – Identify and prioritize all possibilities from many sources
- b. November – Analyze to determine estimated investments and ROIs
- c. December – Approve and implement those with attractive ROIs
 - * Obvious attractive activities should be implemented immediately before December

Sources for identifying possible immediate activities with attractive ROIs

- a. Ruffalo Noel-Levitz recruitment, financial aid/scholarship and web consultants
- b. Enrollment Management Directors
- c. Provost, Deans, and Associate/Assistant Deans
- d. Recruitment and retention committees (reorganized)
- e. Financial Aid – Steve Schissler
- f. Graduate – Patsy Komuniecki and Shannon Neumann
- g. Student Affairs – Kaye Patten-Wallace

2. **Comprehensive, Multi-Year Strategic Enrollment Planning (SEP)**

Scope

Undergraduate, graduate, academic programs, co-curricular programs, capacity and incentive issues, delivery modes, pricing, discounts, marketing, recruitment, retention, planning for facilities and technology, and strong relation to Institutional Strategic Planning

Process

Open, transparent, data-informed strategies (external trends, opportunities and threats and internal strengths, potentials and weaknesses/challenges), data-informed investments and estimated ROIs for enrollment, student and fiscal success

Organizing for SEP

- a. SEP Steering Team/Leadership Team, SEP Council, working groups, and connections to existing governing bodies and committees
- b. Ruffalo Noel Levitz SEP Visit 1, Nov. 4-5 – UT leaders understanding, customizing and approving the SEP process