

## Enrollment Management

**Goal 2: Implement an adaptive enrollment vision and associated management plan that supports ERAU's unique identity & mission.**

Strategies	Critical Tasks		Deadline
<b>(1) Enrollment with a Purpose:</b> Optimize the recruitment process to support student success, program health and the financial strength of the university.	(a)	Develop a process for shaping incoming class make-up to provide desired enrolling profile.	Jan 2024
	(b)	Develop an enrollment health score (student intake, retention, graduation, placement rate) for all programs.	Jul 2024
	(c)	Automate (b) to provide annual assessment of each program. Identify programs with strong/weak ROI.	Jul 2024
	(d)	Identify diversity focused recruitment opportunities and partnerships.	Jan 2025
<b>(2) Retention Focused Admissions:</b> Use data analytics in the admission process to identify opportunities for maximum retention.	(a)	Partner with IR to annually review admission criteria (programmatically) to support retention goals by comparing incoming classes to national benchmarks and aspirational institutions.	Jan 2024
	(b)	Recruit/enroll high-potential students who, based on data, are responsive to retention, student success and career-readiness strategies/initiatives.	Jan 2025
	(c)	Align need-based financial aid to the highest academic performers to reduce attrition due to financial need.	Jun 2024
<b>(3) Implement Strategic Enrollment Management Plan (SEMP) Initiatives:</b> Partnering with Office of Information Technology, implement highest priority enrollment initiatives to support external visibility, marketing and data analysis.	(a)	Rebuild website to provide a quality user experience, increase RFIs, and yield diverse and qualified admits.	Jul 2023-28
	(b)	Enhance CRM capabilities to provide relevant, accurate, and accessible data on key metrics to support timely, data-driven decisions that will inform a strategic, efficient, and effective enrollment strategy.	Jul 2023-28
	(c)	Develop/implement short- & long-term marketing plans to create a strong brand presence and awareness using multiple marketing channels.	Dec 2023-28
	(d)	Continue Diversified Program Marketing to actively market focus programs and highly ranked programs with the goal of diversifying student enrollment away from a heavy reliance on two flagship programs.	Dec 2023-28
<b>(4) Centralized Recruitment:</b> Leverage our strength of the centralized Enrollment Management organization to provide consistent support for all academic units and applicants in an efficient manner.	(a)	Hold quarterly meetings with collegiate units, enrollment town halls and update Degree Playbooks annually.	Jan 2024
	(b)	Deliver continuous training (e.g., training summit and online training course).	Jan 2024
	(c)	Leverage staff to effectively represent all campuses and reimagine territories for more effective coverage.	Jul 2024
	(d)	Create a repository of territory-specific opportunities for recruitment with industry, military, K12, transfer, and civilian entities.	Jul 2024
<b>(5) Enrollment Marketing:</b> Use marketing tools and resources with high return on investment (ROI) to identify, recruit, and enroll a diverse student body across all campuses and programs.	(a)	Create, institute, and analyze an annual marketing survey for newly admitted students (i.e. determine what in our marketing efforts attracted them)	Jan 2024
	(b)	Use marketing analytics quarterly to best allocate and/or reposition marketing resources focused on ROI.	Jul 2024
	(c)	Ensure multi-platform, multi-modal, brand exposure to entice all current ERAU audiences and attract new ones.	Dec 2023-28

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<b>(6) Transfer and Graduate Enrollment:</b> Maximize opportunities for student enrollment by strengthening relationships with transfer institutions, community organizations, government and industry and military partnerships.	(a)	Collaborate with academic leadership to explore transfer friendly policies or pathways.	Jan 2025
	(b)	Create seamless intercampus transferability.	Jan 2025
	(c)	Build a repository, communication flow, and enhance relationships with top transfer colleges.	Jan 2024
	(d)	Improve admissions experience and timelines especially for transfer credit evaluation.	Jul 2024
	(e)	Identify, solidify, and promote cross-campus 3+1+1 and 4+1 programs. Focus on residential UG to WW GR.	Jul 2024
	(f)	Identify and invite 5-10 high-school/community colleges for each residential campus to ERAU annually to strengthen relationships and determine if increased enrollment occurs.	Jun 2024
<b>(7) Financial Aid/IFS Optimization:</b> Provide long-term stewardship of resources by optimizing the use of IFS and philanthropic support.	(a)	Ensure current targeted academic, degree-specific, need-based, and other awards are optimally aligned with our mission and vision.	Jan 2024
	(b)	Continue to utilize Financial Aid leveraging. Measure IFS success to include all cohorts of incoming students, allowing flexibility in awards to target select populations as needed to shape each year's class. (transfer, first-time, international).	Dec 2023-28

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Performance Metrics	FY-22 actuals	FY-23 actuals <sup>1,2</sup>	FY-24 Goal	FY-25 Goal	FY-26 Goal	FY-27 Goal	FY-28 Goal
<b>Metric 1 – New Student Enrollment</b>							
<u>Undergraduate</u>							
Residential	2,981	2,940	2,904	2,917	2,935	2,953	2,970
WW	3,791	3,798	3,886	3,966	4,045	4,119	4,114
<u>Graduate</u>							
Residential	234	296	280	285	295	305	305
WW	1,572	1,608	1,606	1,629	1,653	1,636	1,689
<b>Metric 2 – Undergraduate Demographics</b>							
<u>Female</u>							
Residential	780	771	779	786	794	802	810
WW	511	501	506	511	517	522	527
<u>Underrepresented</u>							
Residential	916	960	887	896	899	902	905
WW	1,454	1,432	1,446	1,461	1,475	1,490	1,505