

# ENROLLMENT MANAGEMENT

## 2022-23 Strategic Priorities

Our mission is to attract, retain, and develop students.

UMD Enrollment Management (EM) is committed to creating a culture of engaged partnerships that enhance the experiences of prospective and currently enrolled students, support student development and engagement, and lead to timely graduation.

In addition to their ongoing work, EM and its departments have set the following strategic priorities for 2022-23.

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### Enrollment Management Division

- Where department headcounts allow, individual departments will share 2021 Employee Engagement Survey results and develop action plans through employee involvement.
- Develop implementation work plans for 2022-26 SEM Plan action items with EM unit/department responsibility centers.
- Continue progress on organizational resiliency assessment through EM leadership discussions and identification and implementation of specific action items.

### AVC Enrollment Management

- Complete the initial phase of the 2022-2026 SEM Plan implementation by establishing an implementation work group, assigning responsibility centers for action items, charging work groups and assembling associated recommendations, advocating for resources, and providing ongoing updates to leadership.
- Intentionally develop opportunities for EM employees to participate in cross-functional teams. (Measure: Increase the percentage of EM employees indicating a positive response to the Employee Engagement Survey item, There is good cooperation and sharing of ideas between my department and other departments from 63% (2021) to 75% or higher (2023).)
- Complete an AACRAO consulting external review of the Office of the Registrar and develop a plan for implementation of consultant recommendations (as appropriate).
- Provide oversight for implementation of MOHE Direct Admission initiative with enhanced campus partnerships.

### Admissions

- Through continued implementation of the Slate CRM system, enhance the applicant user experience and improve workflows leading to reductions in the timeline for admission decisions.
- Implement a more seamless application fee waiver process to reduce the number of incomplete 2023 application files.
- In the absence of workflow gen and in partnership with EM departments, develop a new applicant/new enrollee withdrawal process.
- Continue to partner with OFAS in the review and implementation of financial aid leveraging strategies for the fall 2023 cohort.

### Bulldog Resource Center

- Aligned with the 2022-26 SEM Plan and in collaboration with campus partners, develop a long term plan for delivering proactive, intrusive, and holistic coaching services for students with greatest risk of attrition.
- Implement an updated approach to student financial wellness coaching and develop corresponding web resources.
- Utilizing continuous improvement tools, assess the 2022 and plan and implement the 2023 new student orientation program prioritizing the needs of students and families.
- As a result of the One Stop Student Services program review, implement the identified changes for continuous improvement.

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### Financial Aid & Scholarships

- Write and implement concise official and unofficial withdrawal policies and procedures to comply with Title IV regulations.
- Implement co-op/internship policy and procedures to be used across disciplines.
- Increase student usage of federal and state work study to fully utilize our allocations, and aid in student retention.
- Working with the Director of Admissions and the AVCEM, identify and implement a financial aid optimization tool to align recruitment scholarship awarding strategies with enrollment goals.

### Institutional Research

- Continue to refine data dashboards to inform processes within recruitment and student progress and leadership decision making.
- In light of reduced staff FTE, assess whether current annual, recurring data reports should be maintained, adapted, or eliminated.

### Marketing & Communications

- Execute and measure the enhanced recruitment communication plan developed in spring/summer 2022 and continue to develop strategies to further communicate value and build affinity for prospective students and families and to reduce summer melt.
- Implement financial aid education piece(s) (print & digital) to enhance prospective students and families' understanding of their projected net cost of attendance.
- Develop a suite of collateral pieces for use by counselors and admissions visit staff to support relevant and informative student and guest experiences at events and during campus visits.
- In partnership with EM departments and other campus partners, execute the continuing student communication plan supporting student belonging, academic integration, and financial wellbeing.

### Registrar & Student Records

- While updating ECAS/PCAS and Catalog for fall 2022, identify and resolve challenges in order to complete this work as timely as possible.
- Complete the analysis and implementation process of moving WFG forms to the Form Publisher platform.
- Review OTR business process guides and update as necessary, e.g. athletic certification procedural manual, change of college, dual degree, petitions, NHS/NAS withdrawals, etc.)
- Collect feedback from stakeholders to assist in the continuous improvement of the programs and services delivered by OTR.

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