

# STRATEGIC ENROLLMENT MANAGEMENT PLAN 2015-2020:FIRST STAGE



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# What is Enrollment Management?

*Enrollment management is an organizational concept and a systematic set of activities designed to enable educational institutions to exert more influence over their student enrollments.*

# Strategic Enrollment Management

“Strategic Enrollment Management (SEM) is an institution-wide responsibility and the central focus of the institution’s overall strategic plan. SEM focuses on what is best for students and how to ensure their success while addressing all aspects of the institution’s mission. “

*- A Practical Guide to Strategic Enrollment Management Planning, (2007)*

# Global Pipeline SWOT Analysis

- **Strengths**

- Academic programs
- Location
- Brand recognition

- **Opportunities**

- Emerging global markets
- Undergraduate education
- Retention improvement

- **Weaknesses**

- Global recruitment funding
- ESL
- Limited faculty involvement

- **Threats**

- Costs
- Limited global portfolio
- Competition

# Selected Recommendations

- **Organizational**

- Recast enrollment management committee
- Restructure graduate studies office

- **Recruitment**

- Utilize professional international recruiters
- Create and implement graduate recruitment plan

- **Facilities and Funding**

- Fund retention efforts
- Upgrade campus facilities
- Create and maintain state of the art IT infrastructure
- Develop recreational spaces

- **Programs and Services**

- Improve academic advising
- Develop collaborative relationships for ESL
- Expand learning communities
- Improve student life

# Enrollment Predictions for 2020

**Total Headcount  
14,248**

CLASS LEVEL	Enrollment	Academic Year 2020 - 2021		Projected Enrollment from Retention	Projected Retention Rates
		Anticipated Graduation	Potential Enrollment		
1 (Freshman)	1656	0	1656	1457	88%
2 (Sophomore)	1514	0	1514	1378	91%
3 (Junior)	2031	81	1950	1814	93%
4 (Senior)	2642	1453	1189	951	80%
5 (Non-Matriculates)	781	0	781	0	0
6 (Graduate Students)	3492	1222	2270	1839	81%
6(b) Online Master's	2000	320	1680	1176	70%
7 (Non-Matriculates)	132	0	132	0	0
<b>Total Students</b>	<b>14248</b>	3076	11172	8615	

# Next Steps

- Evaluate domestic recruitment possibilities
- Incorporate the guides from the ***Academic Plan*** to determine recruitment approaches
- Develop the strategies, goals, tactics and initiatives necessary to achieve the Enrollment Prediction
- Implement approved recommendations

- Suggestions or contributions to the development of this full plan should be directed to Ms. Kathy Kelly, Associate Vice President for Enrollment Management at [kelly@njit.edu](mailto:kelly@njit.edu).