STRATEGIC ENROLLMENT MANAGEMENT PLAN
2015-2020: FIRST STAGE

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Vice President for Academic Support and Student Affairs
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. “

Global Pipeline SWOT Analysis

• **Strengths**
  - Academic programs
  - Location
  - Brand recognition

• **Weaknesses**
  - Global recruitment funding
  - ESL
  - Limited faculty involvement

• **Opportunities**
  - Emerging global markets
  - Undergraduate education
  - Retention improvement

• **Threats**
  - Costs
  - Limited global portfolio
  - Competition
Selected Recommendations

• **Organizational**
  – Recast enrollment management committee
  – Restructure graduate studies office

• **Facilities and Funding**
  – Fund retention efforts
  – Upgrade campus facilities
  – Create and maintain state of the art IT infrastructure
  – Develop recreational spaces

• **Recruitment**
  – Utilize professional international recruiters
  – Create and implement graduate recruitment plan

• **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

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