

Goal Statement:

Further develop and execute integrated enrollment management

Description:

- Components of integrated enrollment management: recruitment, retention, marketing, academic rigor, orientation, academic planning
- Purposeful, targeted recruitment for students who want a polytechnic education
- Market the polytechnic advantage to all stakeholders (ex: alumni, teachers, employers, advisory committees, parents), and specific student groups (ex: non-traditional, distance ed, currently enrolled)
- Adapt infrastructure to accommodate the needs of targeted students in the market

Benefits/anticipated outcomes:

- Increased number of students who come from states outside of Wisconsin and Minnesota
- Increased number of students who are in the top 25% of their high school class
- Increased diversity of student body
- Increased enrollment of non-traditional students
- Increased number of programs, courses and certificates available via distance education
- Increased stakeholder involvement in recruiting students to Stout
- Increased satisfaction from employers on alumni follow-up survey
- Increased retention and graduation rates