

## **Develop and execute integrated enrollment management:**

### **Potential Risks:**

- Real cost of education perceived value
- Drop in student numbers
- Drop in state fund
- Lack of flexibility
- Housing issues
- Financial aid
- Reputation
- Competition
- Declining traditional student numbers
- Student retention
- Recruitment and retention?
- Debt and costs
- Retention
- Agility
- Enrollment
- Fewer traditional age students
- Lessening number of traditional college age students
- Retention and recruitment of diverse student body
- Competition from other institutions
- Red- number of traditional HS students - how to appeal to, how to find market
- Cost of higher education
- Recruitment of students in a decreasing pool of high school students
- Dealing with poorly prepared students
- Competition with 2 years
- Financial demographic
- Struggle between traditional and non-traditional audience pools and setting targets
- Fiscally and educationally effective class enrollments
- Too few resources to manage this effectively
- Loss of enrollment
- How do we fund enrollment needs?
- H.S. enrollment- projected declines
- Faculty/ staff turnover- ability to hire talented replacements.
- Access- for who?
- Red zone- will be used to focus on other groups

### **Emerging Issues:**

- Marketing plan for diversity
- Early contract and support

- Reputation
- We need broad leadership reviewing and setting program and campus wide goals
- Marketing the polytech is our future
- Succession planning
- Online competition
- Attracting non-traditional students
- Future- access, who will be able to afford college in the future
- How will future programs be implemented, funded and planned with declining resources?
- Web design and effect on marketing and enrollment
- Collaborative effects with 2 years
- How to get started
- How to use technology and data effectively
- Identify strategies that effectively target and manage student enrollment
- Better understand today's changing student
- We need to offer more scholarships to compete with private and follow UW institutions at enrollment not after
- What populations are growing and who will be coming
- Have and have not's- does this relate to access (what's out there on access to technology for current students?)
- Does anything show concerns for homes to computer or not- does this relate to access
- 2 year colleges and B.A. degree
- Address continual improvement to retention
- Address emerging populations and markets