

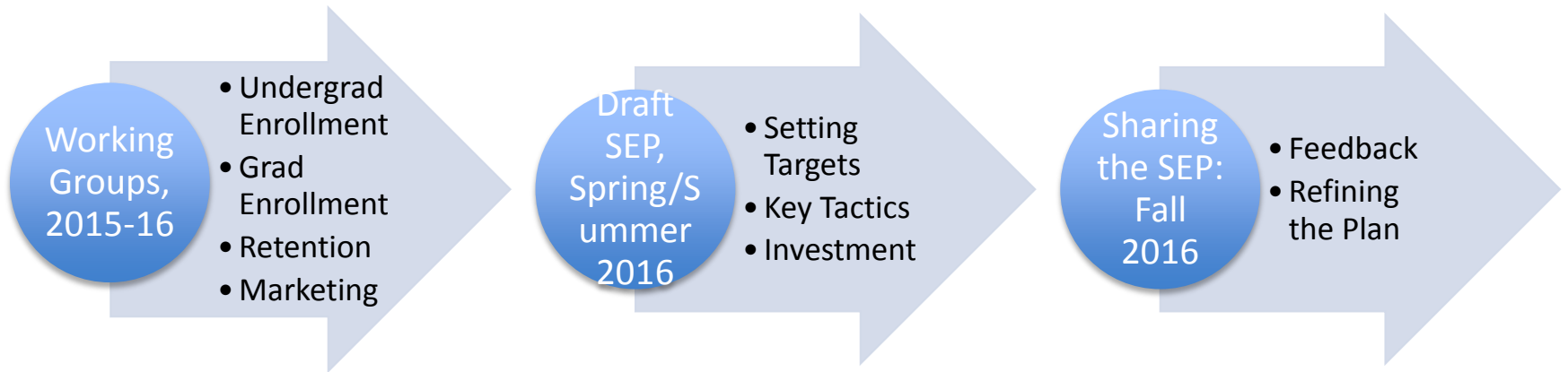


# Strategic Enrollment Plan

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# Process and Timeline



# Major Goals



# Major Goals

- Grow enrollment in targeted populations
- Increase selectivity in the traditional class
- Enhance diversity over all populations
- Improve retention and graduation rates
- Expand adult programs to better serve the regional community
- Promote excellence and sustainability in support of university operations

# Shaping the Class: Towards 2020



# Traditional Undergraduates

- Class of 950 (fall)
- Through strategic plan initiatives, improve 1<sup>st</sup>-to-2<sup>nd</sup> year retention to at least 85%
- Grow the proportion of out-of-state students to at least 17.5%
- Balance women and men at 40/60 by 2020
- Increase diversity (overall goal of 48%, as per UMW 2020)

# Transfer Undergraduates

- 400 new students (fall)
- 12 % growth, primarily among adult students in BLS, BSN, and possibly the BS in Business (or Leadership & Management in BLS)
- Increase diversity (48% goal)
- Develop and utilize new modalities (especially on-line programs)

# Graduate Students

- Double the overall number of graduate students through:
  - Growth in existing programs
  - Retooling “on the shelf” programs
  - New program development
  - Develop and utilize new modalities in targeted programs (especially on-line)



# Continuing and Professional Studies

- Build and support an operation to serve non-traditional, adult students
- Appoint an experienced, entrepreneurial Executive Director
- Operation to be housed at Stafford campus
- Operation to serve students on all three campuses and students enrolled in hybrid and on-line programs

# Enrollment Growth

	UG Headcount	G Headcount	Total
Fall 2016	4383	370	4753
Fall 2020	4750 (+8.4%)	700 (+ 89.2%)	5440 (+14.7%)

# Key Strategies



"I'm sorry but we don't have athletic scholarships for video games."

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# Key Strategies

- Identify and promote new program opportunities as well as opportunities to grow popular and effective existing programs
- Build a robust continuing and professional studies program
- Invest in recruitment, especially to promote diversity and out-of-state enrollment
- Invest to support growth in student population and shifts in student demographics
- Invest in technology to support retention initiatives
- Review master plan for critical facility needs, including residence halls
- Enhance marketing of university and specific programs

# Key Revenue Drivers

- Grow enrollment
- Increase out-of-state percentage from 13% to 17.5%
  - an additional 42 students on each class of 950
- Improve retention from about 82% to 85%
  - about 28 students on a class of 950 each year

# Other Key Strategic Goals

- Enhance diversity (3.1)
- Serve the unmet needs of the large adult population in the region, including veterans, first-generation, and other non-traditional students (3.3.1)
- Further develop and enhance distinctive programs to strengthen the visibility and reputation of UMW (“Preface”)
- Support student achievement and satisfaction leading to high retention and graduation rates (“Preface”)



# Next Steps

- Steering committees
  - Academic leadership
  - Modalities of instruction
  - Transfer initiatives
  - International/ESL initiatives
- Tracking progress in Weave
- Measuring success in IE reports and dashboard



# Questions?

