Enrollment Working Group Meeting Minutes
November 17, 2010

The meeting was called to order at 1:30 PM.

In attendance: Tom Bear, Carla Doty, Dave Dwyer, Sue Edwards, Jennifer Graban, Patrick Hayden, Thomas Josenhans, Mary Kessler, Laura Paglis, Gregg Wilson

Lists of ideas generated during the prior two brainstorming meetings were posted on the meeting room wall. Members voted with blue dots for their preferred suggestions for increasing enrollment by 50 students annually over the next five years.

The ideas with the most votes were examined for commonalities. Shown below are our preliminary groupings of ideas. In subsequent meetings, we will work on refining these into more clearly stated themes, and eventually into strategic objectives.

1. -Professionalize admissions staff / what is the dollar value + student retention?
   -Use model of “key players” (Music, DPT, Theatre) in other academic areas
   -Make better use of technology: quantitative models based on data mining, statistical analysis, & optimization / we currently have poor access to data on prospects / too much reliance on paper
   -Add position to target Scouting

2. -Adult Education is a growing area / don’t think about UE as a first choice / need to market better
   -Adult Education has to have greater, separate identity; e.g., Washington Univ.
   -Increase % of evening classes for more flexibility

3. -Grow highly-regarded programs (“spires”), e.g., Theatre

4. -Do we need additional graduate programs to keep students at UE longer?
   -Undergraduate programs that lend themselves to graduate programs

5. -How do we engage local high schools’ honors students? (Music dep’t, options program)
   -What other programs / what are we missing?
   -What are we missing to attract local students?
   -Bring students on campus and spend time; overnight programs

6. -Add resources to growing academic programs – support growth
   -How do we stay flexible to the market to position for next enrollment trend, stay ahead of the curve?
   -How do we become more dynamic to program interests?
   -Allocate resources to “hot” enrollment areas
The following three ideas received votes, but we had difficulty placing them in a category at this time. They remain on the table for possible future discussion.

- We can and want to compete with the best institutions for the best students
- Allow selected programs to create selective admissions requirements / burnish reputation / create pre-programs, e.g., pre-DPT
- Build more articulation agreements to capture more of the transfer student market

The next meeting will be Wednesday, December 1, at 3:30 PM.

The meeting adjourned at 2:30 PM.