



## Montclair State University

# Executive Summary

## Enrollment Management Plan—2002

### Talking Points:

- *Enrollment Planning like all planning is a continuous process.*
- *The goals of an enrollment plan must be unambiguous and measurable.*
- *"The success of our institution and the success of our students are inseparable".*
- *Enrollment Management engages the whole campus.*
- *Growth expected to continue through 2011.*
- *Student withdrawal involves a complex set of behaviors.*
- *Withdrawal decisions develop over time.*
- *Students leave because "they just don't fit in" is a constant finding.*
- *Student satisfaction and student retention are intimately tied together.*
- *Persistence / retention is positively related to high school performance, admission test scores, degree aspirations, and family support.*
- *An exploration of non-cognitive variables in selecting students may lead to a richer connection between the student and the MSU environment.*

### Introduction

- Student enrollment is dependent upon a number of factors, some of which we control, others of which we have little or no control.
- Our ability here at Montclair State University to recognize and respond to varying impact factors will be a major determinant in how successful we are at strategically managing our future enrollments.
- Included in the plan are a set of clear and unambiguous goals with associated strategies and activities, that when taken in totality, lead to the achievement of the enrollment programs' goals.

### Recruitment Plan Goals

1. Intensify on-campus recruitment programming that targets traditional freshmen, transfer, and location-bound adult prospective students.
2. Upgrade the academic profile and ethnic diversity of entering (fall '03) undergraduate classes.
3. Target New Jersey's Community College system, as a source of enrollment growth through continued relationship building.
4. Improve MSU's regional image through increased recruitment activities and relationship building with key constituents within tri-state area.
5. Increase the acceptance to enrollment yield through conversion activities that generate excitement and generate pride about admission to MSU.

### Retention Plan Goals

1. Implement Strategic Enrollment Planning Group.
2. Complete and submit a draft of the Strategic Enrollment Management 3-5 Year Plan within 180 days.
3. Enter Cohort data into the Student Information System for First-Time Full-Time freshmen for cohort 2000, 2001, and 2002.
4. Utilize predictive modeling analyses to determine which students are most prone to attrition.
5. Meet 1st year targets for established sub-cohorts.
6. Develop a plan for increasing 1st year retention rate by 5% within 5 years.
7. Develop a plan for increasing EOP graduation rate by 7% within 5 years.
8. Develop a more effective and efficient system of advising caseload management.