

Templates for Enrollment-Focused Program Reporting

Hardwiring Enrollment Analysis into Academic Resource Allocation

To make effective resource allocation decisions that benefit both individual programs and their institutions, academic leaders require enrollment insight. To meet that need, EMs should proactively deliver easy-to-interpret enrollment data to provosts and academic deans.

To that end, EAB has produced three templates we recommend for delivering enrollment data to academic leaders. The templates below are all available at EAB.com as part of the Market-Smart Toolkit.

To use the templates, download the PowerPoint file, click on the chart, navigate to the “Design” pane at the top, and select “Edit Data.” This will allow you to input your university’s data into the charts. Further instructions for each of the templates is contained within the Excel file that opens when you click “Edit Data.”

- 3 Program Growth Share**
Adding Context to Departmental Enrollment Growth

- 4 Demand-Capacity Opportunity Maps**
Identifying Mismatches Between Supply and Demand

- 5 Course Proliferation Index**
Benchmarking Course Specialization to Enrollment Demand