

Enrollment Management Committee

Charter: The Enrollment Management Committee (EMC) is an advisory body established to coordinate and guide ongoing progress in achieving the enrollment goals outlined through the institutions strategic planning process. The EMC is designed to identify and address enrollment barriers and to ensure that the campus moves forward with identified initiatives. The EMC will seek input from members of the campus community and to facilitate collaboration, post notice of meetings and agendas, and meeting minutes.

Charge: Modifications to the charge is addressed as needed by the EMC, the President and applicable Senior Leadership.

- Make recommendations to the President and Senior Leadership regarding annual and three-year enrollment forecasts for all student segments
- Support the growth and excellence outlined in the institutions strategic plan by monitoring and advising on institutional barriers to admission, enrollment, and retention including:
 - student acquisition and retention strategies,
 - direct transfer agreements and issues
 - optimal location, student and degree enrollment mix
 - resident and non-resident student populations,
 - market landscape analysis and institutional enrollment impacting SWOT,
 - funding and ROI models,
 - data collection and reporting
- Identify priorities fort and refer recommendations to decision-making bodies as appropriate
- Provide opportunities for campus-wide enrollment updates and discussions

Each term, following the institutions census date, a report will be prepared comparing target enrollment with actual enrollments with specific emphasis on perceived risks to the enrollment plan, efforts to mitigate or eliminate the risk. EMC co-chairs will review the report and applicable recommendations with the President and Senior Leadership. An enrollment summary will be published to the campus community. No discussion of future risks should be included.

Proposed Committee Members:

- Co-Chairs:
 - VP Enrollment Management
 - VP for Academic Affairs
- Members representing the following functions:
 - Admissions (First-time, Transfer, Veterans, Dual Enrollment)
 - Academic Deans or Select Department Chairs
 - Student Affairs
 - Marketing
 - Institutional Advancement
 - Institutional Research
 - Finance
 - Business Office (as needed)
 - Information Technology (as needed)
 - International Student Office (as needed)