



Future Presidents Intensive

President as Enrollment Strategist

October 10, 2023

Future Presidents Intensive
Session IV

Zoom Features and Settings

Update Your Name & Institution

The image shows a Zoom meeting interface. The main window displays a slide with the EAB logo and the text "EAB Virtual Meetings 2020". On the right side, there is a "Participants (2)" panel. The participants listed are "Test Participant (Me)" and "Meeting Host (Host)". The "Test Participant (Me)" entry has "Mute" and "Rename" buttons next to it. A yellow box highlights the "Participants" button in the bottom toolbar. A callout box points to the "Rename" button in the participants list, and another callout box points to the "Rename" dialog box that is open. The dialog box contains the text "Enter a new screen name:" and a text input field with "Jane Doe - Institution" entered. There are "OK" and "Cancel" buttons at the bottom of the dialog box.

Update your name and add your institution

Open Participants menu

Curriculum Review & Today's Discussion



VIRTUAL SESSIONS

September 19, 2023

1:00–3:00 pm ET

*Welcome &
Introduction*

October 3, 2023

1:00–3:00 pm ET

*President as
Advocate*

October 17, 2023

1:00–3:00 pm ET

*President as
Storyteller*

September 26, 2023

1:00–3:00 pm ET

*President as
Leader and Coach*

October 10, 2023

1:00–3:00 pm ET

*President as
Enrollment Strategist*

IN-PERSON SESSION | Day 1 & Day 2

Monday, October 23, 2023, at 12 pm ET

Tuesday, October 24, 2023, at 9 am ET

*President as
Visionary*

OPTIONAL SESSION (VIRTUAL)

Tuesday, October 31, 2023

1:00 am–3:00 pm ET

Search Firms Panel

1

Welcome and Opening Remarks

2

Meet your Hosts & Special Guests

3

Key Enrollment Considerations

4

Closing Remarks and Next Session Reminder

Meet Your Presenter



Madeleine Rhyneer

EAB

Vice President of Consulting Services and
Dean of Enrollment Management

MRhyneer@eab.com

Welcome Our Guests!



Jon Alger
James Madison University
President



Kevin Ross
Lynn University
President

Poll Question

What percent of students submit their applications within 24 hours of the deadline?

- 5%
- 10%
- 20%
- 25%
- 40%





What a President Needs to Know About Enrollment

Madeleine Rhyneer & Hersh Steinberg



What Enrollment Goals are Already in Place?

Does the Current Institutional Strategic Plan Reference Enrollment?



Enrollment Goals

Are there short and long-term enrollment goals outlined in the institutional strategic plan?



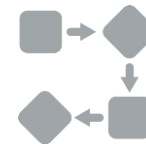
Strategic Recruitment Plan

Is there a plan in place? Does it reflect the institutional mission, vision, and values?



Goal Setting

Who sets recruitment and enrollment goals and who is responsible for meeting these goals?



Goal Tracking

How is progress towards goals monitored and reviewed?



As you review the goals and recent results, are there adequate human, financial, technical and cultural resources in place to support recruiting success?



Shared Understanding of Enrollment Goals

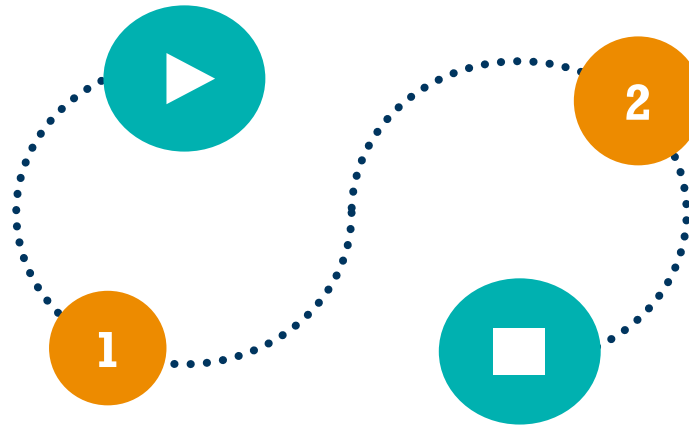
Key Stakeholders

Is there alignment between the Board, the Cabinet and the enrollment team on headcount, academic profile, NTR and other critical campus goals and the resources available to achieve them?

Roadmap

Is there a clear roadmap of the strategies and tactics in place to reach agreed-upon enrollment goals?

Does everyone have the knowledge and training to fulfill their recruitment role(s) effectively?



Campus Culture

How does the campus community learn about enrollment goals and their role in the recruiting process?

Do administrators, faculty and staff actively support enrollment activities throughout the year?

Goal Alignment

Are there competing goals or institutional priorities that operate at odds with one another?

Is there understanding about potential tradeoffs if there are multiple goals?

It Takes a Village



for
re

h



Available Data

- Does data inform enrollment planning and activities?
- Do you have the right data to make decisions about enrollment?
- What kind of data is available to key decision makers on campus?
- Is data about recruitment and retention widely shared?



Additional Considerations

- Are there additional best practices in recruiting and/or retention not currently in use due to internal constraints such as staffing or budget?
- Is financial aid used as a strategic tool that supports new student enrollment *and* continuing student persistence?
- Are there any current practices, policies and business processes that create roadblocks for enrolling or continuing students?

Breakouts

Let's discuss in our breakouts...

1. What questions will you ask your enrollment leader to ensure enrollment strategy is aligned with institutional strategy?
2. How will you determine if you have the right strategy, the right resources, and the right team in place to achieve recruitment and retention goals?
3. In your first year, what questions will you ask to determine the campus culture of recruitment and retention?

This Week's Journal Questions

Take a few minutes to reflect in advance of next week...

- What does it mean to be an institutional storyteller? Describe a scenario where you have witnessed your president wear this hat well -- and one not-so-well. On the latter, what might you do differently if given the chance?
- In an honest moment about your own strengths and challenges, what type of partner will you need (style, personality, strengths, etc.) in your chief advancement officer during your first presidency?

See You Next Week!



15

V: President as Institutional Storyteller | Advancement

Tuesday, October 17 | 1 – 3 pm ET (virtual)



Mark Shreve

Partner Development,
Advancement Marketing Services
Senior Director



Dr. Keith Whitfield

University of Nevada Las Vegas
President