

**North Carolina A & T State University  
Office of Enrollment Management  
Goals and Strategies 2009-2010**

**Goal # 1:** The Strategic Enrollment Management “multi-disciplinary” Task Force will finalize the Strategic Enrollment Management Plan “discussion draft”. This plan will direct the University’s efforts to attract and retain a talented student body which is in alignment with the University’s SACS reaffirmation and UNC Tomorrow.

**Goal # 2:** North Carolina A&T State University will achieve its fall 2010 total headcount enrollment projection of 10,700 with a combination mix of continuing students (7700), new freshman (1950), transfer students (450) and new graduate students (600).

**Selected Strategies: New Freshmen**

- a) Generate a pool of approximately 50,000-60,000 prospective students, convert the pool to 30,000-40,000 inquiries, convert to 15,000-18,000 applications to yield 2,500 new freshmen students.
- b) Increase quantity and frequency to purchase prospective student lists from PSAT, SAT, ACT, and others to incorporate into the enrollment funnel. Identify five new sources.
- c) Increase on-campus recruitment events beyond campus tours, Aggie Nights, University Day Academic Expo.
- d) Generate leads National Honor Roll, USATF Jr. Olympics college fairs, high school visits, alumni, current students, word of mouth and immediately incorporate into the recruitment funnel. Identify five new sources.
- e) Sustain and continue to build relationships with high school counselors, prospective students and their parents, alumni to enroll new freshmen.
- f) Sustain early admissions decisions and enhance web base notification to applicant.
- g) Early selection of scholarship candidates and early notification of awards.
- h) Increase Hispanic prospective student inquiry pool to increase recruitment and enrollment funnels through the following vehicles:
  - Continued purchase College Board National Hispanic Recognition Program
  - Participation in the NC State University Annual 2008 Hispanic Educational Summit
  - Top Ten State that host National Hispanic College Fairs
  - Sallie Mae 2Futuro College Financing Outreach Program
  - National Society for Hispanic Professionals Educational
  - Potential new source to purchase names - USA Funds
  - Potential new source to purchase names - Southeast Hispanic Scholarship Fund
  - Co-Host On-Campus Events with the Director of the Multicultural Student Center
- i) Increase Native American prospective student inquiry pool to increase recruitment and enrollment funnels through the following vehicles:
  - Guilford Native American Association
  - American Indian Science And engineering Society (AISES)
  - Sappony
  - NC Commission of Indian Affairs Educational Talent Search Program

- j) Revamp new student orientation and parent orientation program and develop a web-base interactive to orientation option that is targeted to out-of-state population.
- k) Enhance web-base interaction to complete residence hall application on-line and other key student delivery areas.
- l) Promote summer bridge programs with active participation for faculty.

**Selected Strategies: Transfer Students**

- a) Generate a pool of approximately 6,000-10,000 prospective students, convert the pool to 3,000-5,000 inquiries, convert to 2,000-3,000 applications to yield 500 new transfer students.
- b) Sustain collaborative partnerships with the fifteen community colleges through promotion of STEM programs, articulation agreements and memorandum of understanding with active faculty participation.
- c) Increase quantity and frequency to purchase prospective student lists from Phi Theta Kappa, and others to incorporate into the enrollment funnel. Identify five new sources.
- d) Increase on-campus recruitment events beyond campus tours, Transfer Student Day, Aggie Nights, and University Day Academic Expo. Identify five new sources.
- e) Generate leads community college transfer fairs, community college advisors, graduation lists and word of mouth and immediately incorporate into the recruitment funnel.
- f) Sustain early admissions decision and enhance web-base notification to applicant.
- g) Early selection of scholarship candidates and early notification of awards.
- h) Develop a new transfer student orientation web-base interactive option that is targeted to in-state and out-of-state populations.
- i) Enhance web-base interaction to complete residence hall application on-line and other key student delivery areas.

**Goal # 3:** Seek to increase the average “SAT” score of entering freshman to 950 or above and average ACT score of 21 or above by improving the quality of students through early award of scholarships and tuition leveraging program.

**Goal # 4:** Increase and enhance external communications to prospects in the recruitment and enrollment funnels by implementing Phase II of Recruitment Plus to track and manage prospect mailings and increase inquiry to application conversion rates, by enhancing quality and frequency of email marketing campaigns to prospects, and by continuing to train admissions counselors on how to effectively utilize Recruitment Plus to manage sustain and build personalized relationships with prospective students, high school guidance counselors and community college advisors.

**Goal # 5:** Systematically analyze and qualify NC A&T inquiry pool to target applicants most likely to enroll by utilizing the Aggie Pride Solution Center to initiate outbound call campaign to qualify prospects.

**Goal # 6:** Create a comprehensive personal communication flow to prospects in the recruitment and enrollment funnels to increase inquiry to application yield rate by incorporate a letter from Chancellor and Provost to target National Honor Roll and valedictorian prospects, and by revamping and streamlining print and web communication from the Offices of Student Financial Aid, Registrar and New Student Orientation to new and continuing new students.