

Board of Trustees
University Affairs Committee
Strategic Enrollment Management Update
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North Carolina Agricultural and Technical State University



North Carolina Agricultural and Technical State University

Strategic Enrollment Management Plan

- SWOT Analysis
- Mission development
- Goals
- Strategy



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Who are we?

- Strengths
- Weaknesses
- Opportunities
- Threats



Mission Development

- Review and alignment with the University's mission and Preeminence 2020 Strategic Plan.
- Review of sample mission statements from enrollment management departments across the country.
- Participatory process for collective ownership.



Mission Draft

The Department of Enrollment Management is committed to providing excellent student-centered services to recruit, retain and graduate highly competitive, academically prepared and diverse students through a systematic set of data informed strategies, in collaboration with internal and external partners, to achieve the goals of the University's Strategic Plan and UNC Tomorrow.



Goal Setting

- Recruit, retain and graduate highly competitive, academically prepared and diverse students
- Develop and implement a sustainable financial aid award and scholarship leveraging process
- Promote staff development and increase training
- Improve effectiveness and efficiency of services and operations.





Key Strategies

Focus Areas

- Use of data and analytics in the enrollment process
- Enhance existing marketing and communication plan
- Improve transfer student recruitment and services
- Increase financial literacy efforts
- Complete review of financial aid and scholarship awarding process



Thank you

QUESTIONS