Definitions

Enrollment Management – a set of inter-related planning activities and resulting strategies implemented across departments and divisions to predict and then attain pre-defined enrollment outcomes. Enrollment management strategies are designed to influence targeted behavior to produce a desired outcome.

- Planning involves all divisions, colleges, departments and programs involved (directly or indirectly) with developing enrollment goals and/or implementing strategies to attain those goals.
- Implementing enrollment strategies requires direction from institutional leadership, communication and buy-in from all parties at all levels and are best focused on SMART Goals.
- Predicting enrollment is a relatively easy function and typically involves linear regression using previous year’s data on common enrollment attributes.
- Influencing enrollment is not easy and requires considerable planning, coordination, communication and execution among all involved parties.
- Collaborate with Colleges and Departments regarding specific enrollment needs and challenges (e.g. Impaction and other strategies to address over enrollment and recruitment strategies to address low enrollment).

Typical enrollment management cycles are four to six years in length spanning cohorts of undergraduate students. Graduate enrollment management cycles vary depending on the graduate program. Goals and objectives focus on systemic change implemented across divisions and/or departments.

Enrollment Services (also called student services) – a grouping of student service departments that provide administrative and/or academic support to students, faculty and staff, implement policies, monitor compliance and provide reporting to institutional leadership and system, state and federal agencies as required.

- Administrative and/or academic support units vary among institutions. Departments typically involved include: Admissions, Outreach, Academic Records and Registration, Financial Aid, Academic Advising and may also include specialty programs (e.g. veterans affairs, athletic support and compliance, disability services, etc.).
  - At some universities, direct student services are provided by a “one-stop” center. When a one-stop is present, most processing, compliance and reporting activities are conducted by the primary department.
- Policies can be federal, state, institutional or department specific. Enrollment service policies are typically critical to the management of the institution (e.g. financial aid, registration, admission) and regularly audited.
- Compliance is a central focus for most enrollment service departments.
- Reporting is a critical function of enrollment service departments and often highly regulated.
Typical enrollment services cycles are based on semesters/quarters and academic years. Goals and objectives are focused on process improvement/enhancement, increasing student/faculty satisfaction and policy/regulatory compliance.