

# Enrollment Management Strategy

Southern Regional Education Board & Huron Webinar Series  
Wednesday, April 28, 2021



# Introductions: Today's Presenters



**Christine Harper**  
Associate Vice President for  
Student Success and Chief  
Enrollment Officer  
University of Kentucky



**Anthony Jones**  
Associate Provost/Assistant  
Vice-President of Enrollment  
Management  
Howard University



**Dr. Mary Wagner**  
Assistant Vice President for  
Enrollment Management and  
Executive Director of  
Undergraduate Admissions  
University of South Carolina

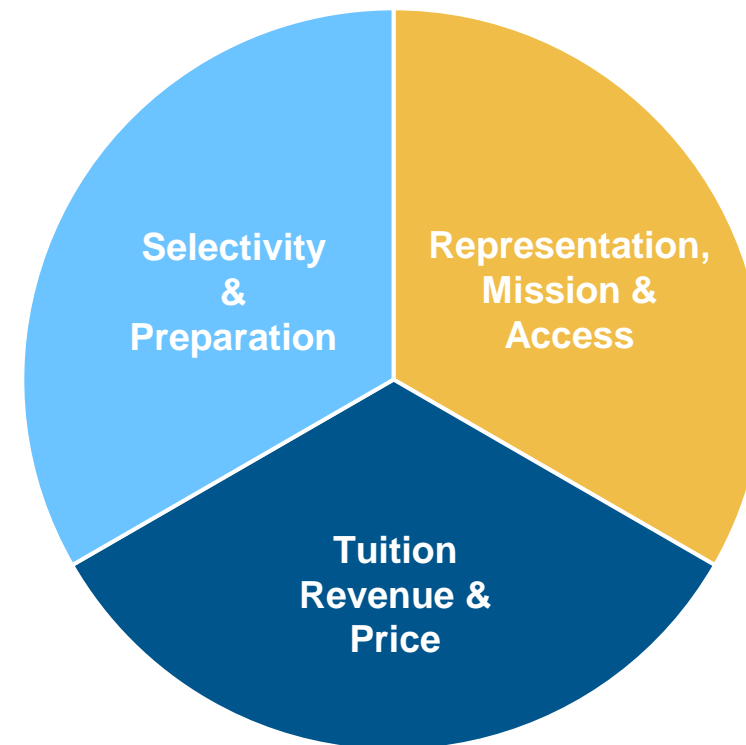


**Steven Hahn**  
Senior Director,  
Student Strategy  
Huron

# Our Purpose Today

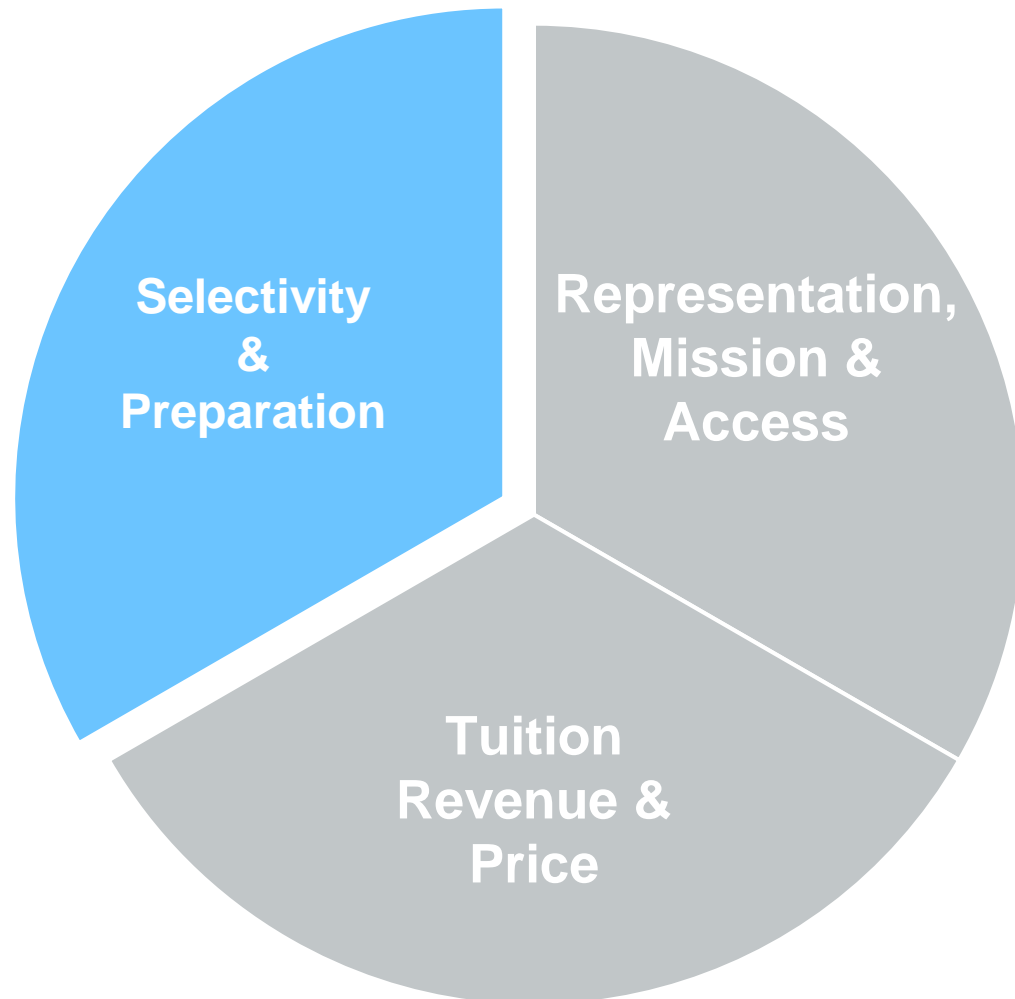
After a year of trial and uncertainty, higher education leaders have an opportunity to address new challenges as well as longstanding ones exacerbated by the pandemic. We welcome you to a discussion of what's working and what's new; effective practices; the long-term student pipeline and how we can all adjust enrollment strategy accordingly in the context of our own institutions.

## Framing our discussion





# Enrollment Management: Selectivity & Preparation



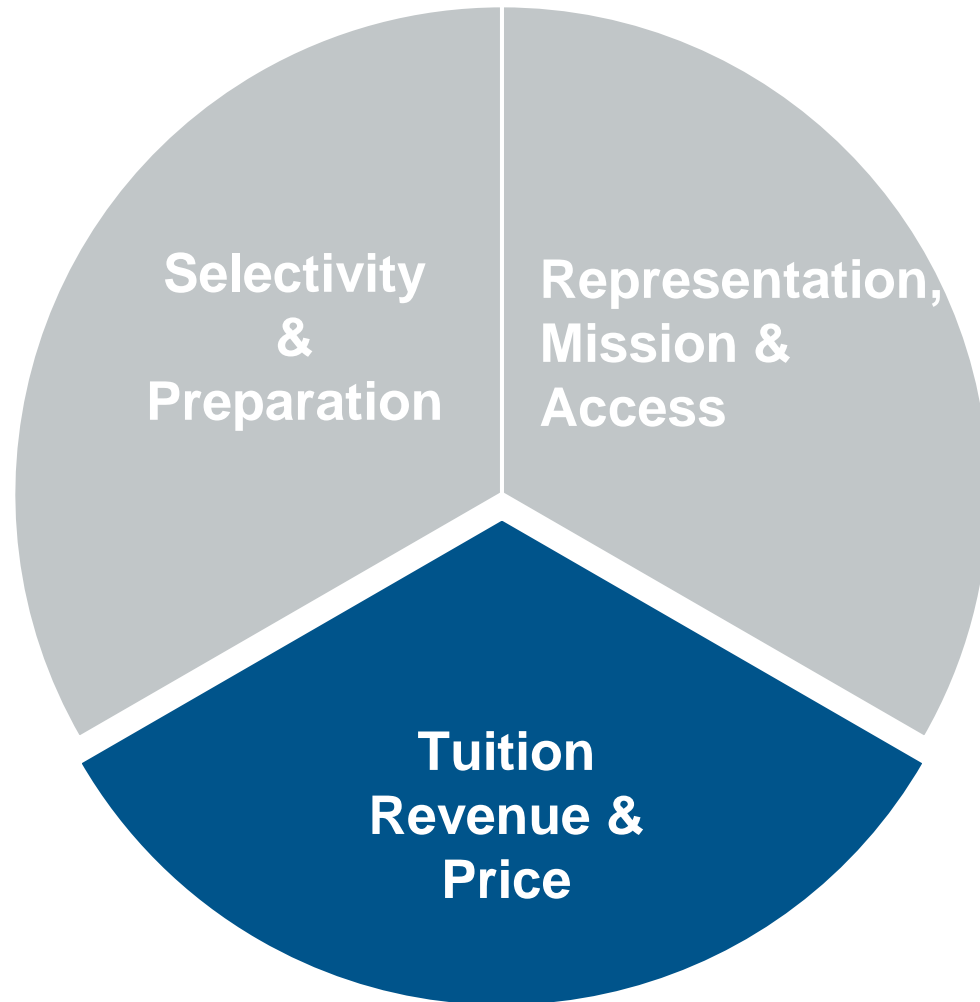
- Who do you want to teach, to reach – and has the experience of the last year changed your approaches in reaching them? What is effective now?
- How has test optional admissions changed your review philosophy? How has your organization changed to respond and adapt? Is this a lasting change?
- What broader themes are you noticing in student behavior post-pandemic?
- What overall trends in student demographics/college-going behavior in your market(s) are most concerning to you? How to address?

# Enrollment Management: Representation & Access



- Is there a problem in how we communicate the value of higher education to our students?
- How can our institutions best and most effectively address ongoing issues of social justice and campus climate when talking with our new and prospective students?
- Economic vulnerability is not shared equally across our student body. What are some innovative steps to ensure retention for those more exposed in the current economy?
- What role does effective transfer play in our success? How to do more here?

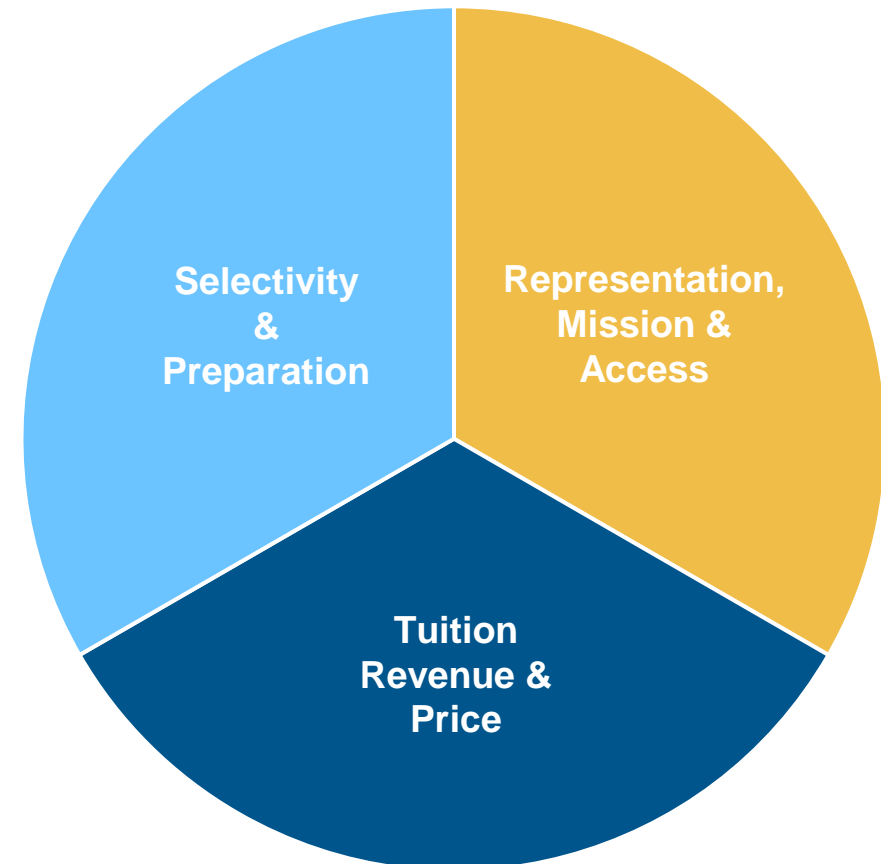
# Enrollment Management: Tuition Revenue & Price



- Has the experiences of last year caused your institution to think differently about your enrollment portfolio in general terms (e.g. residency mix, reliance on international students, etc.)
- What opportunities have you found for streamlining financial aid and/or deploying staff differently in outreach? What gains can be made in financial literacy of our students if we reached them differently?
- Has the pandemic “polarized” our cohorts? That is, are we accelerating enrollments among affluent students and those of greatest need? Are we exacerbating our gap problem?

# Summary Thoughts & Future Considerations

To conclude, what can we say about the long-term student pipeline and adjustments to enrollment strategy to meet new realities?



# Join Us: Upcoming Session

Topic	Date	Time
Ensuring Community Colleges Emerge from the Pandemic Stronger	May 12 <sup>th</sup>	2:00 p.m. EDT



# Question & Answer and Group Discussion

Learn more: [www.HuronConsultingGroup.com](http://www.HuronConsultingGroup.com)

