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

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
<th>Time</th>
</tr>
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<tbody>
<tr>
<td>Ensuring Community Colleges Emerge from the Pandemic Stronger</td>
<td>May 12th</td>
<td>2:00 p.m. EDT</td>
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Question & Answer and Group Discussion

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