

## **Undergraduate Admissions and New Student Enrollment**

Strategic Planning Summer Working Group Report – August 2015

Heather Boyd, A.V.P. of Enrollment Management

### **Charge:**

Investigate and recommend ways to better define and promote the Strategic Intent of our Undergraduate Admissions Activities.

### **Relationship to Strategic Plan:**

Goal 2 – Build upon a student-centered campus culture of excellence, inclusion, diversity and community.

- Increase the diversity and quality of Mines' faculty, students and staff.

### **Membership:**

Heather Boyd (Chair), Dan Fox, Peter Han, Terry Parker, Kirsten Volpi, academic faculty TBD

### **Committee Areas of Focus:**

- Metrics -
  - Academic quality indicators, and class mix – 10-year historical perspective from entering classes 2006 – 2015; and developing implications for retention and persistence.
  - Challenges and opportunities – Managing admissions and new student enrollment requires a combination of art and science. There are many competing factors, including but not limited to balancing state mandates, shifts in state and national demographics, changing and expanding competition for limited pool of students.
- Articulation & Transfer -
  - Role of public, 4-year institution and responsibility to established and expanding articulation agreements.
  - Transfer student population – where do they fit in enrollment planning?
- Affordability & Access -
  - As a heavily tuition-driven institution – what cost are we willing to bear for diversity?
  - Strategic funding – what can we really do? What's feasible and realistic?
- Communication – formalize plan to communicate admissions strategy and enrollment management to campus community on issues related to:
  - How enrollment targets are set
  - How success is measured

### **Next steps:**

- Gather input from Faculty Forum breakout sessions.

- Expand committee membership to include an academic faculty member(s).
- Develop formal committee/sub-committee meeting schedule(s) for AY2015-16 and beyond.
- Formalize Transfer Policy that addresses aspects of access and affordability while being a good partner with our formal articulation schools.
- Consider metrics of aspirational institutions - determine which of these metrics are important at Mines; establish formal targets for the metrics that will drive us towards success as outlined in the Strategic Plan 2014 – 2024.
- Develop operational and financial initiatives that support pursuit of the defined strategic goals.