After a general discussion on enrollment that included what type of student Plattsburgh State University of New York wants to attract, enrollment targets, decrease in scholarship monies, diversity, graduate students, academic programs (including web-based and distance learning programs) and graduation rates, one over riding theme came forth:

There is an ongoing concern that attracting and retaining students is a campus wide issue. Each and every member of the community must be highly ingrained in the success of all elements of the university and the faculty must have access to and interaction with the applicant pool to ensure that we are attracting students who will feel connected and stay at Plattsburgh until graduation. Enrollment and retention are not just the job of the admissions office; rather they are the guiding principle for all who work at SUNY Plattsburgh.

In addition, the following recommendations were made:

Attracting Students
- Remain a Tier 3 school but increase recruitment of Tier 2 students
- We need to remain mindful of the marketplace and to work hard at achieving brand strength.
- We must remain mindful of discovering potential and allowing students to Stand Out
- Students we’re attracting now are a right fit – we should continue to pursue that type of student
- Identify students and build relationships with key audiences. Communication should increase between deans and/or department heads and students who have been accepted. These individuals will become anchoring mentors for the student.
- Invest in bringing more accepted students to campus and track the numbers of students accepted to those who matriculate

Enrollment Targets
- Formula for size, what is our “best” size – we need to take a serious look at how many students we are able to handle given our current plant facilities and teaching faculty to allow us to avoid unplanned, and therefore unmanageable, growth
- With no substantial state funding for increasing enrollments, we should keep total headcounts about what they are now
- “Reality dictates enrollment” – market place and competition influences our enrollment.
- Manage enrollment through academic programs, some are full, others need students. Direct recruitment efforts to those programs needing students

Decrease in Scholarship Funds
- Work to increase scholarships
- Merit scholarships are important to attract higher ability students
Diversity
- Age diversity is just as important as other kinds of diversity
- International and out of state students add immensely to diversity and learning on campus, including emotional intelligence
- Continue with goals for diversity
- Peer diversity (Tier 1, Tier 2 and Tier 3 students helping each other)

Graduate Students
- Additional distance learning and web-based courses
- Develop reputation for graduate studies. We can do this through adding more and stronger graduate programs specifically suited to area needs. These programs add to the perceived quality of the entire institution.
- Orientate returning adult students for graduate programs

Academic Programs:
- Discuss rational plan regarding to web-based courses and distance learning
- Resources for quality programs
- Class sizes smaller
- Not serving population as well as we could be – offer classes needed for students, more sections
- Stellar programs with broad undergraduate program
- Program mix – look at what students want to study and match mix to vision
- We need to take a serious look at our distance learning and on line courses, particularly with regard to the target of these programs. They should not be used for on campus students to supplement when they cannot get into regular courses – but truly be designed and marketed for off campus users. Further, we need to emphasize training in distance teaching.

Graduation Rates:
- Continue doing well with graduation rates, especially when compared to other SUNY schools
- Graduation rates are very important
- Look at impact on graduation rates vs. SAT scores

In summary, the group put forth a fairly solid voice of keeping the College at a manageable enrollment number, keeping Plattsburgh a Tier 3 school but try to attract more Tier 2 students, keeping diversity a priority and having departments look at their enrollments and making more decisions on a departmental level with regards to enrollment targets. In addition, there is a strong need to look at how the past Strategic Planning Committees dealt with enrollment; it takes an entire “village” (or College community) to be responsible for enrollment, which is linked to so many different facets. These factors include facilities, technology, fiscal vitality, student life and academic programs, among others.