The session on Enrollment Management (EM) included a(n) 1) review of the efforts made during the 2004-05 academic year by the administration and admissions office to improve our recruitment and retention efforts, 2) update on our current enrollment picture for the 2005 recruiting class, 3) analysis of the applicant pool, 4) inquiry to application conversion plan, and 5) market research initiatives.

To help facilitate the process to meet the objectives of the EM Plan developed last fall, the Enrollment Management Implementation Committee (EMIC) was responsible for overseeing the implementation of this plan. The Market Research, Recruitment, and Retention Subcommittee’s have worked with the EMIC to provide the organizational structure to effectively plan and execute many strategies of the EM Plan. The Admissions office has also imposed several new and expanded initiatives to improve our enrollment picture and facilitate the EM plan. The admissions staff is now in the final stages of developing an Inquiry to Applicant Conversion Plan which is consistent with our EM plan. This plan includes strategies to enroll higher quality students; target students by academic program of interest; increase the proportion of students from ethnic minority backgrounds; expand outreach to school counselors; and improve the inquiry to application conversion rate of certain student groups.

The Marketing Research Subcommittee will be involved in conducting a two declination studies this summer to better understand the reasons why students who are accepted decide not to enroll; a perceptual study to identify factors that influence students to enroll; and a profile study to identify characteristics of enrolled students. Process Mapping will also be conducted of students from acceptance to enrollment to identify the various exchanges we have with students and parents (what we do and say) and to assess consumer perceptions of these exchanges. A comprehensive marketing analysis may also be conducted to 1) identify opportunities for growth by academic subject, 2) consumer interests and career trends, 3) competitor analysis, and 4) marketplace perceptions of SUNY Plattsburgh.

Our administration, and Admissions, and Financial aid office’s have also instituted several enrollment initiatives to help ensure a reversal of our downward enrollment trend over the past two years. This included the following:

- The initiation of a branding/marketing campaign with Media Logic; including new print marketing as well as television spots
- Expansion of a peer recruitment and alumni-admissions effort;
- Additional school counselor events
- The implementation of new applicant yield activities,
- Financial aid office also performed more extensive outreach programs throughout the region
- Offered about 1,100 scholarships to high quality students.
- Consulted with EM representatives from Noel Levitz
- New B.A. programs at our Extension Center at ACC (Criminal Justice and Psychology in Fall 2005)
- Recommendations proposed by the Task Force on the Quality of UG student Life
- New residential model this fall in Whiteface Hall
- Joint degree program and new majors
- Marketing plan for recruitment

Many of our adopted strategies have had a positive effect on our 2005 recruiting class. Our undergraduate applications and deposits and total deposits to date are higher than in each of the past two years at this time in the admissions process which strongly suggests that our recent declining enrollment trend has been reversed. As of May 9th, the number of our undergraduate applications for the fall 2005 recruiting class was 15% higher than in 2004 and 8% higher than 2003. The number of deposit paid for undergraduates showed an increase of 195 (14%) students over 2004 and 129 (9%) students more than in 2003. The number of deposit paid for our graduate students was about 9% less than in 2004 but 30% higher than in 2003. Total deposits to date are 176 (12.5%) higher than in 2004 and 161 (11%) higher than 2003. We have also exceeded our enrollment goals for new freshman with a high combined SAT and high school average (Groups 1 and 2 on the selectivity matrix) and our enrollment goal for first time, full time students for the 2005 recruiting year by 86.

The increase in applications is significant considering last years application decline. Geographically, we have seen significant growth in the Saratoga Region, Capital Region, and Metropolitan NYC, all of which were areas that experienced application decline last year. Both the North Country and St. Lawrence Seaway Region are down, partially due to decreasing high school graduation rates. In terms of applications received, the School of Education, Health, and Human Services has had the most significant gain of all three schools compared to last year, though all are up. Most popular majors for Fall 2005, in descending order, are Nursing, Business Administration, Criminal Justice, and Education. Developing new majors and converting study options to majors should continue to fuel application growth.

Provost, Bob Golden, the Director of Admissions, Richard Higgins, and the Admissions staff are to be congratulated for their exceptional efforts which have improved our recruitment and retention efforts.