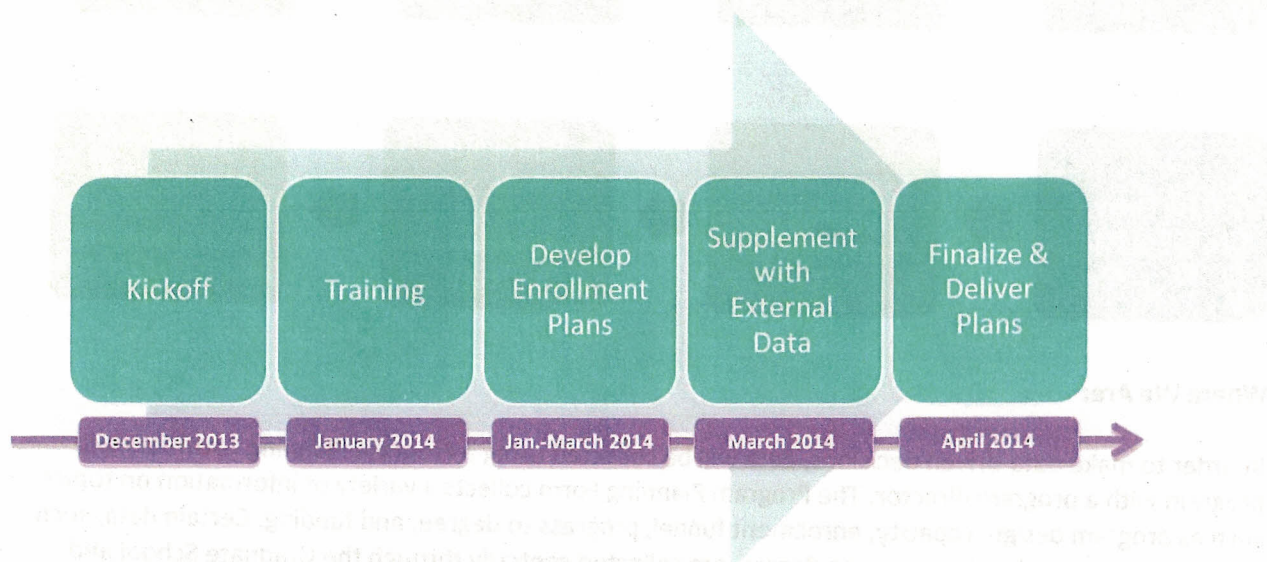


Graduate Enrollment Planning Initiative - Overview

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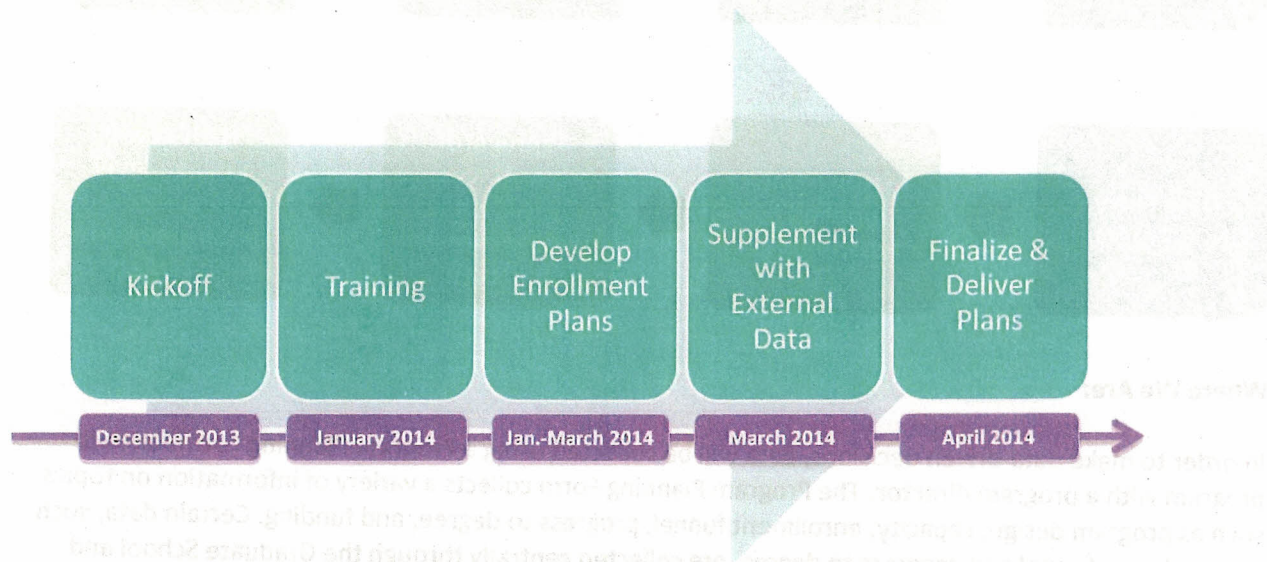


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 - a. Overview of objectives
 - b. Introduction to graduate strategic enrollment management best practices
 - c. Trends in Enrollment Management
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 - e. Workshop: Program Opportunities
2. January 29 and 30 2014; Provide initial training on developing college graduate enrollment plans. Associate Deans, Department Chairs, GPDs (2 days; meet with colleges individually)
3. Develop college enrollment plans (six-eight weeks)
 - a. Consultants work with college planners and University staff (on-site visit along with AV conferencing)
4. Review plans (Provost, Deans, *Eduventures*)
5. Prepare final report (April 2014)

To begin we will collect data to understand where each of our graduate programs are today. Next, *Eduventures* will supply external data¹ on the supply and demand for our current inventory of programs to identify areas of opportunities. Next, the internal and external data will be used to determine whether a program should remain the same, be enhanced, or invested in and to set goals for the next 10 years. If a program is recommended to be enhanced or invested in, an action plan for will be developed, including level of investment needed to achieve those goals.

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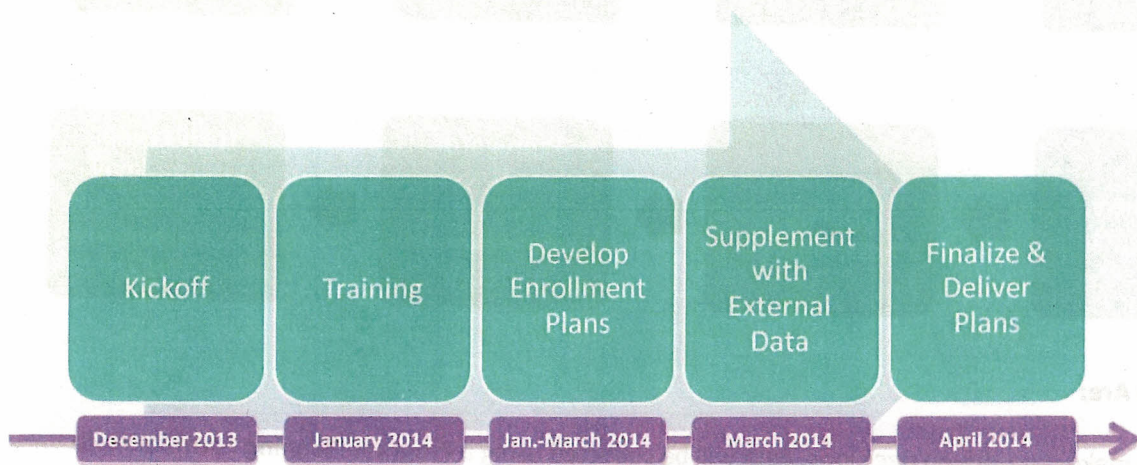


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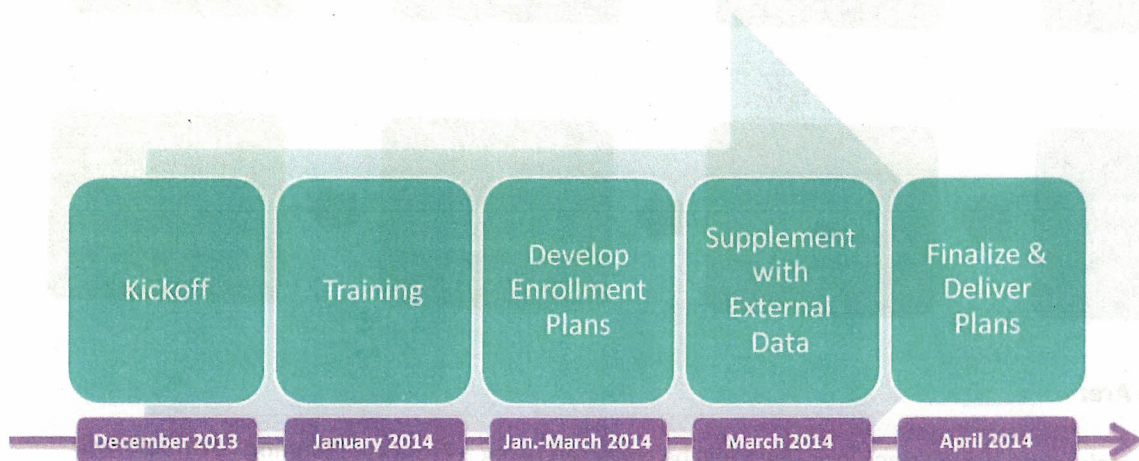


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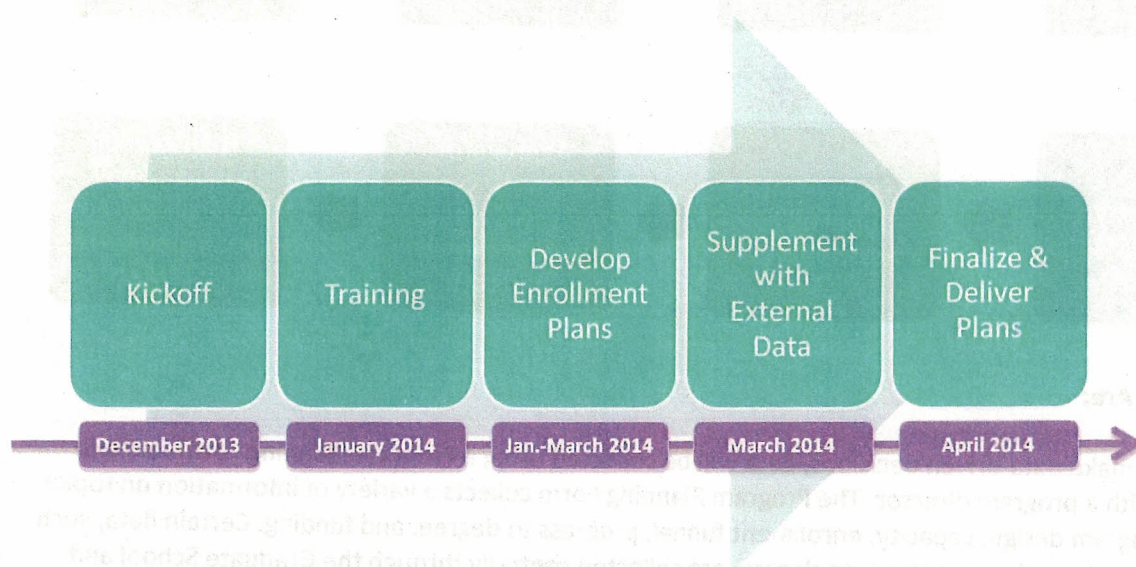


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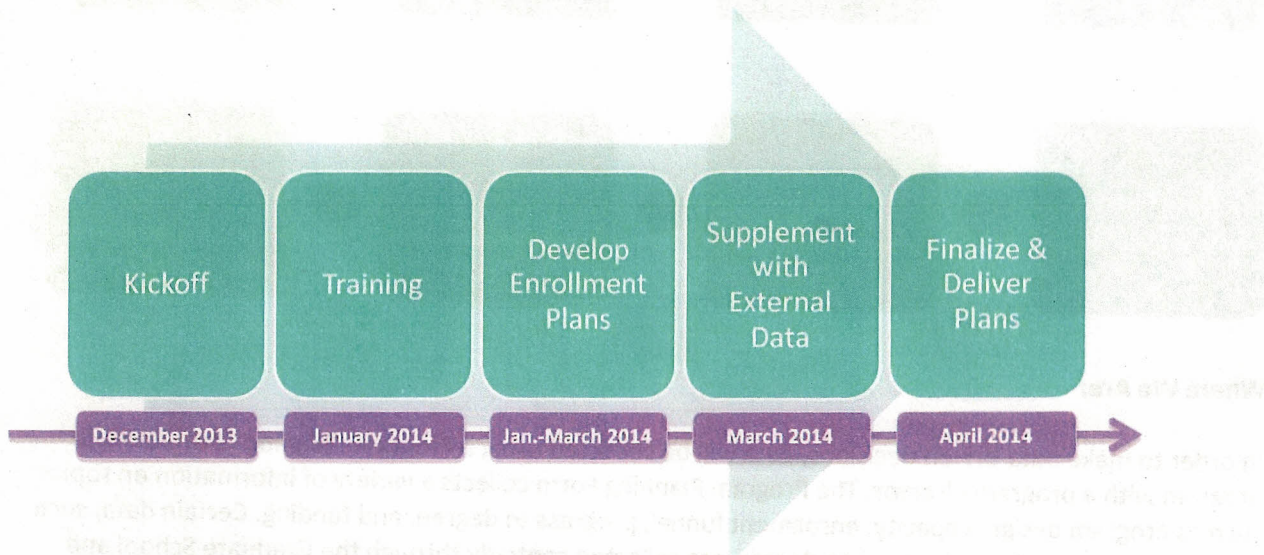


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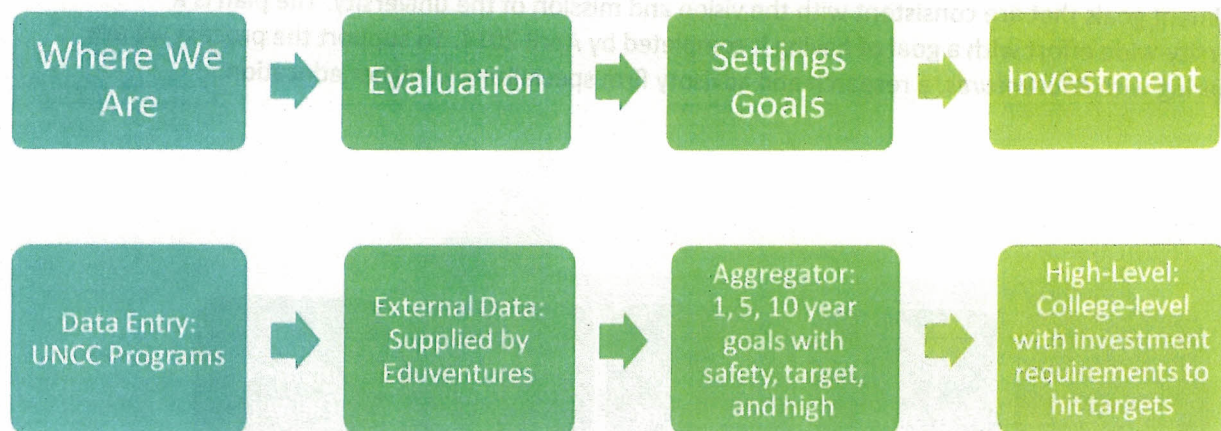
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Where We Are:

In order to make data-driven decisions, data will be collected using a Program Planning Form for each program with a program director. The Program Planning Form collects a variety of information on topics such as program design, capacity, enrollment funnel, progress to degree, and funding. Certain data, such as enrollment funnel and progress to degree, are collected centrally through the Graduate School and Institutional Research and will be pre-populated for each program.

Evaluation:

Once the data have been collected and organized in a systematic manner, *Eduventures* will provide key external data using federal and proprietary sources to examine degree conferrals and labor market statistics, such as a projected employment growth to project supply and demand for these programs. All data will be compiled and evaluated to help prioritize programs.

Setting Goals:

Program data from each college will be compiled into aggregator forms. These aggregator forms will transform the data into key performance indicators and metrics that will be used to determine goals for each of the programs. For each program, nine goals will be set – 1 year, 5 year, and 10 year, with a target, safety, and high goal. It is completely reasonable that for some programs, the goal is to remain at the same level of enrollments.

Investment:

All of the programmatic data will be rolled up into the high-level plan, which will focus on overall college data. For programs that need to be enhanced or invested in, the estimated cost to reach the target and high goals will be calculated. An action plan for implementing these enhancements and investments will begin to be developed at this stage.