Student Recruitment and Enrollment

Presentation to the Saint Louis University
Faculty Senate
March 24, 2009
Student Recruitment and Enrollment

- Division of Enrollment Management (EM)
- Recruitment Initiatives
- Retooling the Enrollment Funnel
- Undergraduate Admission Update (Fall 2009)
- Undergraduate Financial Aid Update (Fall 2009)
EM Vision Statement

– We as a unified Division value and understand Strategic Enrollment Management and how individual and collaborative efforts are central to the recruitment, retention and matriculation of students.
EM Functions

- The Division of Enrollment Management employees over 110 full-time employees consisting of Office of Undergraduate Admission, Office of Student Financial Services, Office of the Registrar, Office of International Services, Office of Enrollment Management Information Systems, Office of Student Educational Services and Testing Center.
Strategic Enrollment Management

- We have recognized the importance of planning for success and have developed several ways to ensure the best strategic enrollment planning.

- Marketing and Communication has partnered with EM to review materials, add value driven talking points, increase advertising as part of the BeABilliken campaign.

- EM is developing a Strategic Operating Recruitment Plan for undergraduate students with Marketing and Communication for Fall 2010.
Staff Development

- Hired a Dean of Admission, Director of International Services and elevated Director of Student Financial Services position to Assistant Vice Provost
- Turned over the entire recruitment staff in International Services and 1/3 of recruitment staff in Undergraduate Admission (all vacancies have been filled)
- All new staff has two week intensive training schedule
- All staff is held to the highest customer service standards. All phone calls and emails must be returned within 24 hours regardless of travel schedule
- Weekly training is mandatory for all staff
- Quarterly evaluations on staff progress are held
Action to Reverse Enrollment Trends

- Implementation of St. Louis area recruitment team
- Additional regional position added in Chicago, IL
- Additional regional position added for the southwest region based in Austin, TX
- Kansas City position moved in-house, OH regional position added based in Cincinnati
Setting Enrollment Goals With Confidence

- Budget goal, campus enrollment goal, admission enrollment goal
- Territory managers (counselors) developed their own goals with guidance from dean of admission
- Weekly staff meetings to discuss percentage towards individual goals, share ideas, and advise staff
Empowering the Campus

- Campus involvement at its high
- Dean of individual colleges invested in process by creating recruitment plans for their school and/or college
- Colleges and Schools have a greater participation in yield and yielding programs
- Greater collaboration within all enrollment management units
- Greater collaboration with UGA, MarCom and Student Development
Identifying Demographic Shifts

- Enrollment data suggests shifts in graduating student populations. UGA has strategically formed their recruitment plan to ensure the areas of student growth are heavily visited and counseled.
Greater Presence in Local Market

- Implementation of St. Louis area recruitment team
- Greater counselor relations (response time, counselor newsletter, visits, counselor breakfast, etc.)
- Redesign of transfer center and on-line articulation
- Enhanced collaboration with the advancement office and athletics to host counselors and students in Chaifetz Arena during athletic events
- Admission counselors and students on the radio
Improve and Expand Campus Visit Programs

- New Ambassador / Billiken Buddy Program
- Focus of Spring programs shifted to yield strategies for students
- Implementation of future Billiken bus-in
- Focus on individual campus visits, admitted student one-on-ones, and financial aid appointments
- Collaboration with MARCOMM to revise campus visit and tour route
- Collaboration with facilities to provide best first impression
Alumni Support

– Created new position of program director for alumni relations for the office of admissions
– Recruited staff member who has experience implementing program
– Currently devising training manual and programming to present to alumni clubs
Targeted and Shaping Enrollment

- Honors and Scholars specific brochures mailed early September
- Church recruitment initiative
- Presidential Scholar and Martin Luther King, Jr. Scholarship Weekend
- Stay in St. Louis/Come to St. Louis campaign
- Higher profile of student
- Increased value of sibling scholarship
- Targeted recruitment of specific programs (Civil Engineering, Health Management)
E-Recruiting Practices

- Class of 2013 facebook
- BeABilliken facebook
- College week live college fair
- Virtual tour
- SLU student/staff blogs
- Transfer articulation
- Counselor portal
- Admitted student message
- Counselor new videos
Enhance Yield Strategies

- Strengthen messaging around value
- Faculty calling
- Early financial aid awareness
- Create “WOW” factor for admitted student events
- Increased financial aid awareness in local market
- Busing students to campus from key markets
- Personalized financial aid counseling
- Individual visits (better signage, new tour route)
- Seamless transition (housing, SLU 101, Welcome Weekend)
Retooling the Enrollment Funnel
### Enrollment Funnel
**FRESHMEN**

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