STRATEGIC ENROLLMENT

2

FRAMEWORK

FRAMEWORK

K-STATE

The following factors constitute the 4 Pillars of Student Success:
Academic Ability, Financial Capability, Sense of Belonging, and Wellness

K-

FRAMEWORK
POTENTIAL ENROLLMENT LEVERS

To achieve enrollment growth at the undergraduate level, K-State explored several key levers:

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THEME 1: DATA, TECHNOLOGY & SYSTEMS

OBSERVATIONS AND GOALS

THEME 1: DATA, TECHNOLOGY & SYSTEMS

THEME 2: FINANCIAL SUSTAINABILITY

STRATEGIES

THEME 3: MARKETING & COMMUNICATIONS

OBSERVATIONS AND GOALS

THEME 3: MARKETING & COMMUNICATIONS

STRATEGIES

THEME 4: UNDERGRADUATE RECRUITMENT
STRATEGIES

4.2. Shift KSUôs recruitment and enrollment culture to a university-wide perspective that emphasizes collaboration, coordination, transparency, and data-driven decision making across the entire enterprise.

- Distribute regular reports across all key areas and stakeholders, including (but not limited to) Academic Affairs (Colleges and Departments, Graduate and Global, Olathe and Salina, Undergraduate Studies, Institutional Effectiveness, International Programs), Student Life (Admissions, Financial Aid, Registrar, NSS, Diversity, Housing and Dining, Technology and Information Services), Administration and Finance, and Marketing and Communications to support strategic, data-driven decision making and enrollment success.
- KSU needs to invest in the personnel and resources to support integration efforts and emphasize the system-

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THEME 6: GLOBAL CAMPUS

THEME 6: GLOBAL CAMPUS
STRATEGIES

Recommended Strategies

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THEME 7: GRADUATE SCHOOL

OBSERVATIONS, GOALS, AND STRATEGIES

Observations

Approaches to **outreach and the prospective student experience vary widely**

Goals

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METRICS FOR SUCCESS

THEME 4: UNDERGRADUATE RECRUITMENT

CHANGE MANAGEMENT
CONSIDERATIONS

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THE PATH FORWARD

NEXT STEPS

As the SEM planning shifts to implementation of the recommended SEM plan, oversight of will transition from the Steering Committee to the Strategic Enrollment Management Governance Committee.

THE PATH FORWARD

SEM GOVERNANCE COMMITTEE

THE PATH FORWARD

OUT OF STATE RECRUITMENT TASK FORCE

THE PATH FORWARD

TRANSFER STUDENTS TASK FORCE

KSU can begin to make immediate enrollment gains by following the sequenced action plan outlined on the following slides:

THE PATH FORWARD

STUDENT SUCCESS TASK FORCE

APPENDICES