Recruitment Strategies from the Heartland

The University of Missouri Case
Strategic Enrollment Management (SEM)

• AACRAO Consulting

• University Strategic Plan
  • Student Success

• Workshops on "how to"
Strategic Enrollment Management (SEM)

• College-level Plans

• Department/Program Level Plans

• Considering University Location
Strategic Enrollment Management (SEM)

- Student life-cycle
  - Beyond increasing applications
    - Student mix (master’s/doctoral, diversity, in/out of state, competitiveness profile)
  - Recruiting, admission, orientation, financial support, academic experience, matriculation, completion (TTD), outcomes
Strategic Enrollment Management (SEM)

• Goals

• Strategies

• Tactics

• Timelines
Building Blocks

Graduate Strategic Enrollment Management

- Measurement, Data, and Analytics
- Curriculum and Content
- Program Structure and Accessibility
- Professional Relevance
- Policy and Procedures
- Marketing and Recruiting
- Assistantships and Other Investments
Make plans work for you

• Use existing resources to implement tactics

• One bite at a time

• Accountability