

## Recommendations of the Admissions and Enrollment Management Council 07-08

1. *Recommend targeted increases in percentile scores to monitor improvements in quality.* The Council suggests that the Board of Trustees needs a dashboard indicator to monitor the quality of incoming students. However, these goals need to be set in terms of percentile SAT scores and not absolute numbers as average SAT scores are subject to random fluctuations every year.
2. *Recommend that the enrollments be monitored to evaluate the efficacy of the new scholarship distribution initiative being implemented by Admissions.* This initiative reallocates resources among a larger pool of students and is intended to improve the quality of incoming freshmen. The efficacy of the strategy needs to be evaluated next year.
3. *Recommend a system to track the source of influence be developed to enable the computation of marketing ROI.* As an example, the Council commends the increased efforts aimed at Guidance Counselors to improve enrollments. However, to judge the efficacy of these efforts, a tracking system is needed so that we may monitor the number of students obtained through this source.
4. *Recommend a tracking system to evaluate the strategy of providing stipends to Honors students to reduce attrition.* Honors students receive a stipend as an incentive to reduce attrition.
5. *Recommend that the competition be benchmarked to provide a marketing budget commensurate with target marketing objectives.*
6. *Recommend that a formal forecasting system be developed to predict enrollments (numbers) as also conversion (from accepted to paid).* Currently, we do not have any forecasting models in place.
7. *Recommend that markets outside NJ be targeted as part of the Admissions strategy.* Traditionally, the University has relied on students drawn largely from six neighboring counties within the state.
8. *Recommend stronger or increased continuing education offerings as one of the potential measures (or income streams) to help ease the university's overall reliance on the enrollment of traditional-age students.*
9. *Recommend that the new Council analyze reports related to the progress of students admitted under special programs and develop appropriate recommendations to improve retention and quality improvement efforts.*
10. *Recommend that the new Council evaluate and make recommendations about promotional materials.* The budget runs out early every year. The new Council should examine and develop recommendation in regards alternatives such as budget increases, revamping forms to reduce printing, qualifying applicants for receiving materials, and / or other options.
11. *Recommend that the new Council monitor the efficacy of retention initiatives being currently implemented.*