

Strategic Plan

Admissions & Recruitment

In an effort to address enrollment decline as predicted by demographics in Vermont as well as New England, strategic planning for Admissions & Recruitment has developed a five year plan to work in collaboration with Marketing and Financial Aid. Maintaining or increasing our incoming class will require a multi-faceted approach including recruitment, communication, academic and financial aid strategies to name a few. Our goal, with the plan partially and fully implemented, is to meet our projected program enrollment of the incoming classes for 2018-2023 and develop a foundation from which to grow. Our plan is flexible and designed to evolve with college-wide changes.

Over the upcoming five years, we plan to:

1. Develop 5 year benchmarks and enrollment targets by program based on a 5% decline in total enrollment (Y1)
2. Maintain 2% of Vermont high school graduates who go to Vermont colleges as first time freshmen(Y1-5)
3. Increase out-of-state enrollment by 5% over five years at the rate of 1% per year with the expansion of targeted out-of-state travel, evaluation of out-of-state events, vertical marketing initiative, and options for college-paid trips to campus (Y1-5)
4. Align recruitment plans for non-traditional audiences in line with college decisions around program delivery, expansion of transfer-friendly initiative, differentiation as necessary by location (Y1-5)
5. Work with financial aid to ensure we stay current with financial aid landscape and merit offerings (Y1-5)
6. Evaluate NEBHE Regional Student Program and propose any necessary changes including expansion or reduction of the program and differential pricing options (Y1)
7. Refine and differentiate on-campus events through survey responses and applicant feedback. (Y1-5)
8. Integrate Admissions and Recruitment efforts with Schools model. Including admission standards, events and recruitment initiatives (Y2-5)
9. Expand efficiencies through Slate including communication flows, platform aesthetics, application differentiation, reporting dashboard. Explore, with the VSC, the option of adding Financial Aid to the Slate student status pages for new students. The goal of this work is to ensure a personalized, high-touch recruitment process from first point of contact to enrollment. Y1-5)
10. Evaluate admissions standards to ensure qualified applicants meet necessary requirements for success in their chosen academic program. (Y1-5)
11. Evaluate current international student recruitment and it's priority (Y1-2)
12. Evaluate current athletic collaboration with admissions, including our shared position and scholarship incentives (Y1)