



PRESENTATION HANDOUT



# Keys to Success in New Enrollment Management Leadership Roles

Beth Clarke, *Vice President of Enrollment, Millsaps College*

Evan Lipp, *Associate VP of Enrollment Management, Marymount University*

Kim Myrick, PhD, *Vice President & Senior Consultant, RNL*

# Keys to Success in a New Role

## Introductions and participant poll

- Intro Beth and Evan, current position, prior positions
- Are you in a new role? Thinking about the future? Other?

# Questions for Beth and Evan

## *Developing a plan—where to begin*

- Week 1
- 30 days
- 90 days

# Understanding your Role in the New Setting

- Position Description—read between the lines and ask questions
- Reporting Structure—who you report to, who reports to you
- Goals
  - Current cycle
  - Future Cycles

# Emergencies?

## *What requires immediate attention?*

- Quickly identify any emergencies you need to address
  - Ask your team, campus leadership, your peers
- What matters most?
- Point of entry—when will you arrive on campus relative to the recruitment cycle?

# Get to know the Institution

## *Do your homework*

- Board meeting minutes, committee minutes
- Recent Accreditation studies
- Strategic Plan
- Admission and Financial Aid committee records
- Faculty Senate minutes, relevant committees if available
- Decision makers and influencers
- Annual Recruitment Plan

# Relationships

- Cabinet, Board of Regents
- Peers—other VPs, Deans, Directors, Associates, etc.
- Enrollment Management Team
  - Direct Reports
  - Department Teams
- Building relationships
  - Individual listening sessions
  - Team meetings
  - Lunches, coffee breaks, other?
- Be visible





# Calendars and Timelines

- Depending on when you move to campus what is coming up first?
- What is the calendar, timeline, or plan for the year?
- What must keep moving or be stopped?
- What can be done in increments?

# Understanding the Budget

- Fiscal Year dates
- When does new cycle planning begin?
- Who is involved?
- How are enrollment and aid goals set?
- Athletics enrollment and aid goals?
- Enrollment Management department budgets you will manage
  - What is included?
  - How is compensation managed vs operations?
  - What expenses are covered elsewhere?
  - Are you dependent on fees or other revenue sources for operations?

# Vendor Relationships

- Does EM have existing contracts?
- Scope of work?
- Beginning and ending dates?
- Meet with campus team and vendors

# Enrollment Goals

## *Current Cycle, Upcoming Cycles*

- How are goals established and communicated to the campus team?
- How are territories assigned and managed?
- Is there an Annual Recruitment Plan or Strategic Enrollment Plan?
- What interventions are necessary to achieve goals?

# Reflecting on Year 1



Questions?