



PRESENTATION HANDOUT



University of Idaho

Project Integration and Optimization through Strategic Enrollment Planning

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Agenda for this session:

 The University of Idaho: Background, Enrollment Trends and Culture

 Previous Strategic Enrollment Plans at University of Idaho and Change on the Palouse

 Understanding the University of Idaho landscape: EPM & SIS

 Financial Aid and AFAS

 Strategic Enrollment Planning at the University of Idaho

 Critical Collaboration

 Key Outcomes

 Next Steps

The University of Idaho

Background, Enrollment Trends and Culture

- About the University of Idaho and our market
- Declining enrollment since 2012
- Six enrollment managers in five years
- Challenging coordinated and collaborative culture
- Significant budget cuts for multiple years

Previous SEP at University of Idaho

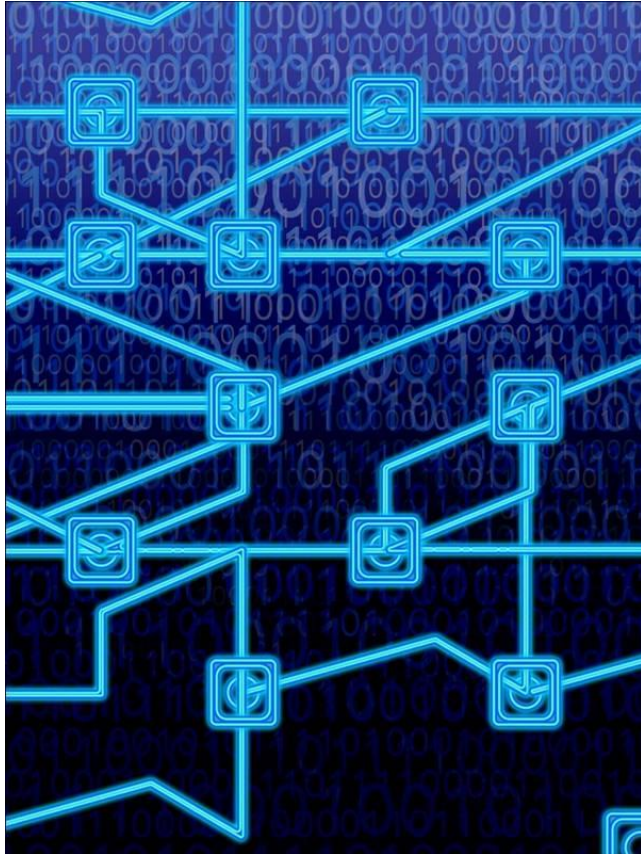
- No neutral facilitator
- Limited to about 25 participants
- Smaller participation rate across campus
- Totally accountability with SEM for implementation
- No resources associated with implementation



Change on the Palouse

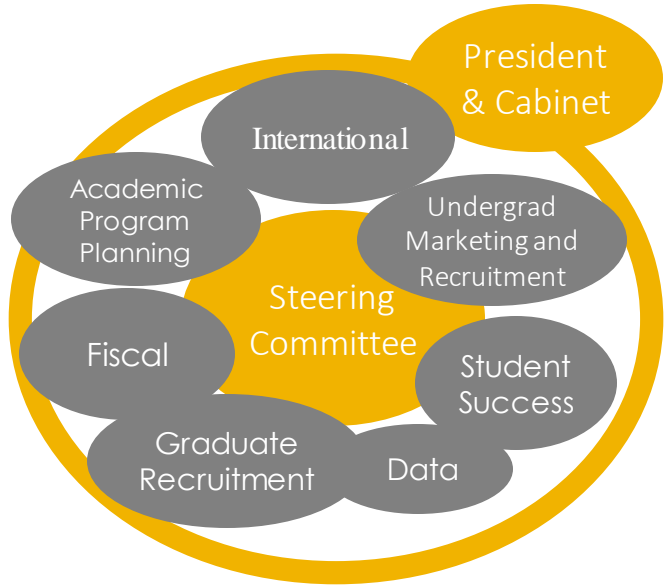
- New SEM Division Created
- Change in Advising Structure
- Change in Scholarship Program
- Enrollment Marketing Campaign & CRM
- New Academic Budget Model
- Enter RNL

Integration of RNL partnership elements



- Strategic Enrollment Planning
- Class Optimizer: AFAS
- Student Satisfaction Inventory
- Market Research
 - Enrollment Projection

Strategic enrollment planning at the University of Idaho:



- Academic Program Planning
- Fiscal
- Graduate Recruitment
- International
- Student Success
- Undergraduate Marketing and Recruitment
- Data

Strategic enrollment planning at the University of Idaho:



- **Program** (academic, co-curricular, services, support)
- **Place** (on-site, off-site, online, hybrid)
- **Price and Revenue** (tuition, fees, discounts, incentives)
- **Promotion** (marketing, recruitment, web presence)
- **Purpose and Identity** (mission, distinctiveness, brand)
- **Process** (data-informed, integrated planning)

The SWOT framework, if data centric, is a productive starting place

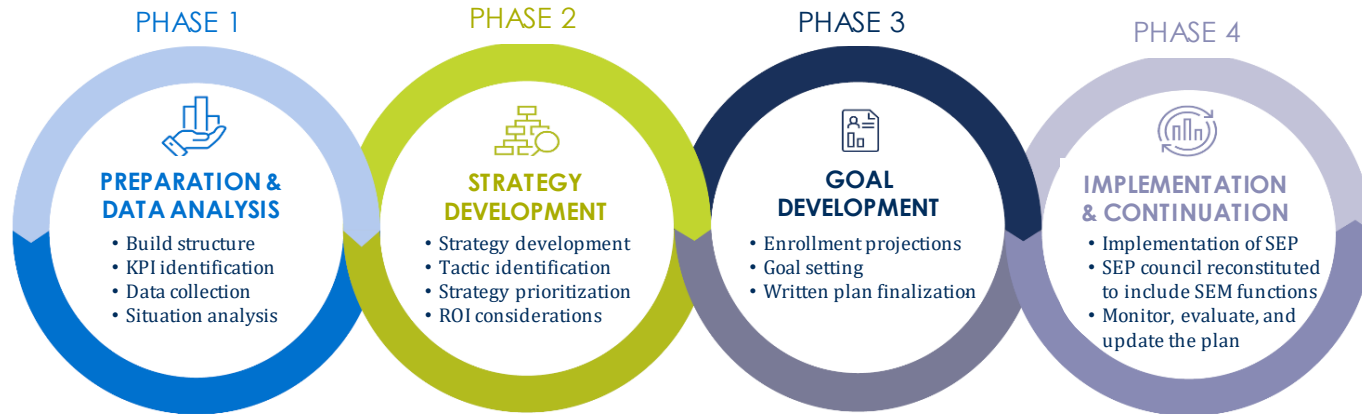


The Situation Analysis should. . .

- Tell an *interesting* story
- *Quantify* threats and opportunities
- Create a *direct* link between identity, actions, and outcomes
- *Motivate* specific actions with specific desired results

Strategic Enrollment Planning

A four-phase process for long term enrollment and fiscal health



Business/action plan elements

- One for each key strategy
- Further explain the strategy as needed
- Identify broad implementation steps
- Assign responsibility and completion date
- Identify enrollment impact (and rationale)
- Budget impact and estimated ROI
- Identify assessment measures



SEP at the University of Idaho

Prioritization

- Thirteen strategies were developed as action plans
- One concept was executed and funded prior to completing the action plan step
- Three strategies were moved to Academic Affairs master planning
- Implementation began immediately
- Identification of resources
- Setting goals
- Creating dashboards
- Writing and distributing the plan

Collaboration Imperative for SEP at University of Idaho

- Cabinet and Executive Sponsors
- Co-chair with Provost and VP-SEM
- Include wide and far participation
- External and industry partners
- Alumni and donors
- “Buy-In”



SEP at University of Idaho outcomes

- Enrollment Projection Models inform goals and planning
- Data informed identification of markets and priorities
- Funded strategies
- AFAS provided a predictive model for all incoming students
- Competitive scholarship and need-based equity program with strong segmentation
- Moving forward very deliberately
- Confidence with emerging enrollment culture on campus

University of Idaho – Strategic Enrollment Planning

Results to Celebrate

- Fall 2021 enrollment up 4.7% overall
 - Largest freshman class since 2012 (16.5% increase)
 - Largest transfer class since 2012 (11.7% increase)
- FY21-22 budget revenue up \$2 million
- Fall 2022 on track for another increase in incoming class

Next steps for the University of Idaho

SEP to SEM

- Need-based scholarship program
- More competitive WUE awards
- Accommodation of NCAA Equivalency Sports
- Precise discount rates, net tuition revenue models, scholarship budget projections
- Full implementation of SEP strategies
- Capital campaign with largest year of giving in history of University
- Refined predictive model based upon prior years enrollment trends
- Refined retention initiatives including evolution of advising model
- Budget model that rewards each college / division

A close-up photograph of three-dimensional, white, block letters spelling "Q&A" arranged on a dark, textured surface that resembles a chalkboard. The letters are positioned within a faint, circular chalk outline. The lighting creates soft shadows, giving the letters a three-dimensional appearance.

Q & A

Questions and Discussion