



Urban Universities: Mission, Challenges and Opportunities

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Meet the Panelists

- Dr. Rich Klein, Vice Chancellor, University of Nebraska Omaha
- Dr. Eric Stokes, Assistant Vice Chancellor, University of Memphis
- Dr. Eric Cooper, University of Texas San Antonio, Assistant Vice Chancellor
- Reggie Hill, Vice Chancellor, University of Missouri St. Louis



Institutional Mission

Mission

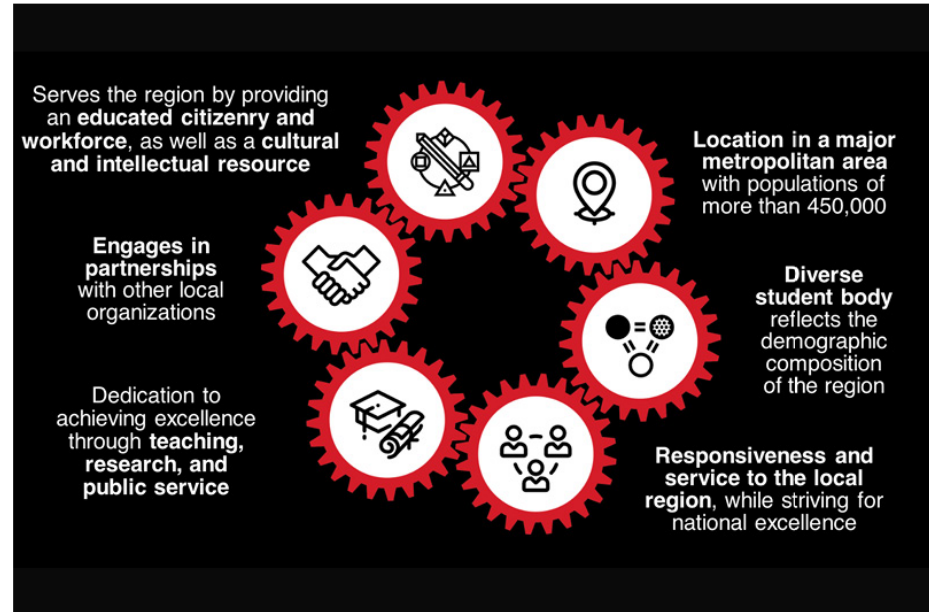
Two Coalitions

- Association of Public and Land-Grant Universities, Coalition of Urban Serving Universities
 - University of Memphis and University of Texas at San Antonio
- Coalition of Urban and Metropolitan Universities
 - “Anchoring and energizing urban and metropolitan communities”
 - Public and Private, US and International
 - University of Missouri St. Louis and University of Nebraska Omaha

Urban Serving Universities

“...the additional responsibility of providing engaged leadership within the metropolitan region by using its human and financial resources as partners to improve the region’s quality of life.”

UNO’s Mission Statement



Institutional Settings

- University of Memphis
- University of Missouri St. Louis
- University of Nebraska Omaha
- University of Texas at San Antonio

Strategic Goals

University of Memphis Strategic Plan

Goal 1: Aggressively Provide Access.

Grow enrollment while simultaneously improving student preparedness by pursuing a diversified and far-reaching recruiting strategy that emphasizes our university's compelling value proposition.

Goal 2: Create Opportunities to Succeed.

Foster an exciting, all-encompassing student experience, that encourages students to persevere, grow and thrive while laying the foundations for future success and creating an enriching lifelong bond with the university.

Institutional Missions

Strategic Planning

- What are key elements of your institution's current strategic plan related to enrollment?

University of Texas at San Antonio

Excerpt UTSA's current Strategic Plan

Strategic Plan - A Vision for UTSA

Destination One

UTSA will be a Model for Student Success

UTSA puts students first by cultivating an environment focused on their success. As a next generation Hispanic-thriving, multicultural institution where students from all backgrounds can excel, UTSA serves as a prosperity engine graduating world-engaged civic leaders of tomorrow. UTSA will continue the dramatic momentum of the last decade to **retain and graduate more students**, and will emphasize experiential learning and classroom-to-career educational opportunities.



Challenges

Challenges related to Enrollment

Managing Campus Needs and Expectations

- Demographic changes
- Preparation of students and student success
- In-State/Out-Of-State Enrollment Balance
- Costs and Financial Aid
- Campus capacity
- Staffing



Opportunities

University of Missouri St. Louis

Strategy from UMSL's Strategic Enrollment Plan

Marketing, Outreach, and Advocacy

Strategy 1

Increase UMSL's marketing capacity and resources to drive student recruitment and enrollment.

Objective 1.1.1

Increase core paid media investments to expand capacity for institutional, enrollment and degree-level advertising

Actions

- Invest in year-over-year increases in core paid advertising budget. *
- Invest in additional staff to manage, optimize additional investments and strategies in paid advertising as needed.
- Deploy strategic marketing and communication/messaging to the admit-to-enroll phase of the admission funnel to increase enrollment yield in new students. *

Opportunities and Initiatives

- Recruitment
- Student Success
- Academic Program Mix and Delivery Modalities



Discussion

Thank You!

To continue the conversation...

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