



Strategy in the Midst of Chaos: Pursuing a Path for Success

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Introduction and Context



**Bryant & Stratton
College**



Noel-Levitz®

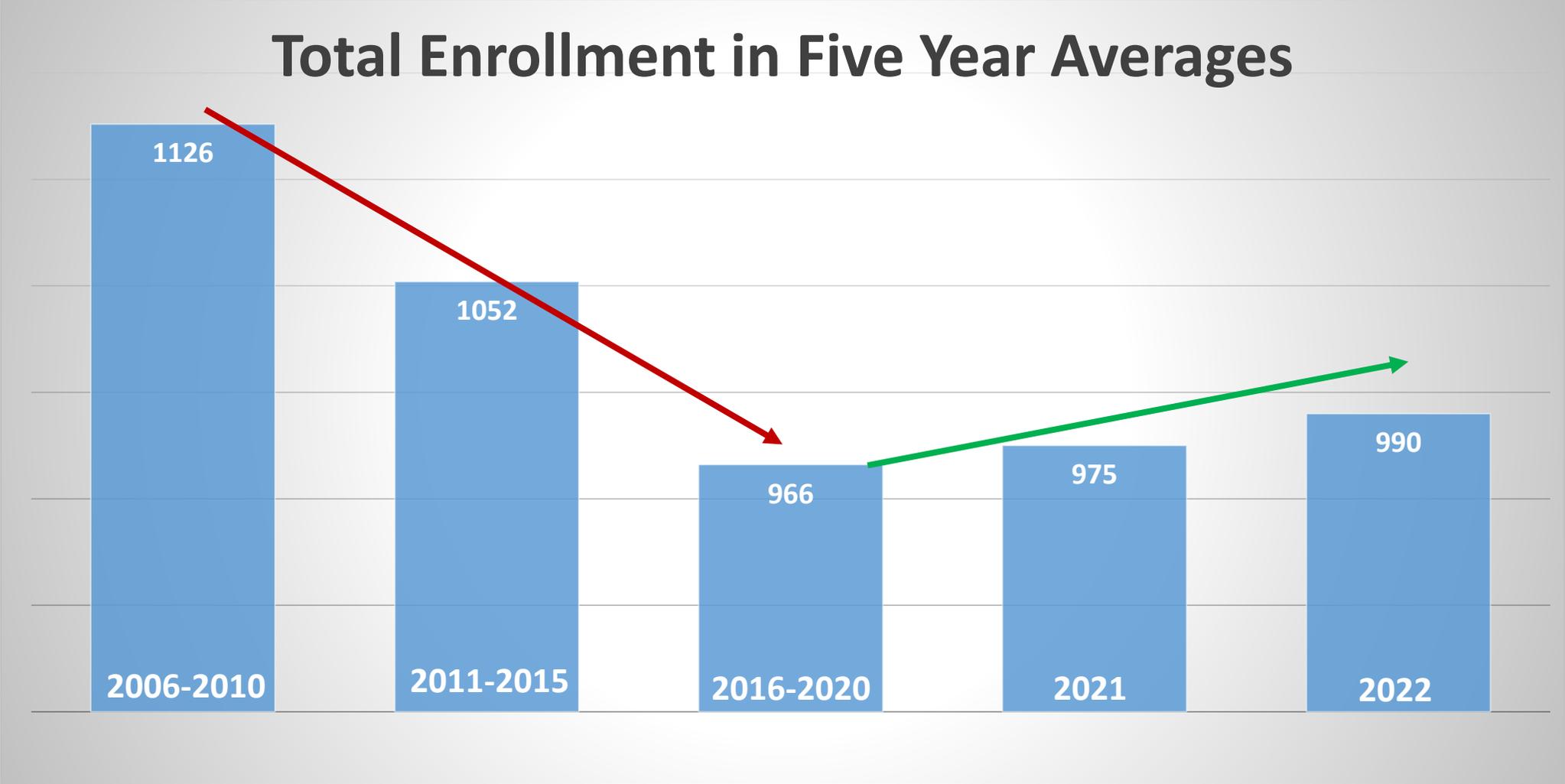


National Champions!



1. A New Role Focused on
“Future Proofing” the Institution

Primary Challenge: Declining Enrollment



Areas of focus in this role:

- Strategic Partnerships
- New Academic Programs
- New Markets of Students
- Applicant to Alumni Experience
- Faculty Partnerships
- Read, Research, Educate and Share
- Overall Strategic Advisor to President and Cabinet
- “Internal” Consultant to Transy
- Enrollment Management

2. Creation of First Ever Strategic Enrollment Council

The Mission of the Strategic Enrollment Council:

1. Increase demand for a Transylvania Education
2. Define, enhance and promote the Transy experience

Support and alignment with the University's Strategic Focus Plan

SEC Membership

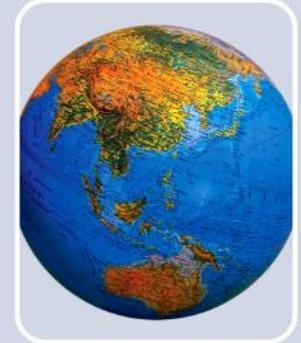
- Admissions
- Academics
- Financial Aid
- Student Life
- Retention
- Marketing
- Athletics
- Student Accounting
- Alumni/Development
- Faculty
- Diversity, Equity and Inclusion
- Student Representative
- IT

President and CFO not on SEC but fully supportive and join meetings as needed

Enrollment = Recruitment + Retention



Strategic Enrollment Council Approach: Divide and Conquer



Value
Proposition

Affordability

Alumni and
Community
Engagement

Diversity and
Inclusion

Retention
and Student
Success

New
Academic
Programs

Global
Transy

Strategy identification, action planning, budget/ROI, implementation, sustainability

Ansoff Matrix



3. Rely on data, not speculation

What data do you rely on?



4. Enhancing our Brand Promise and Value Proposition



Messages



Audiences



Channels

MEET GEN Z

Relevance

Outcomes



• Born 1995-2012

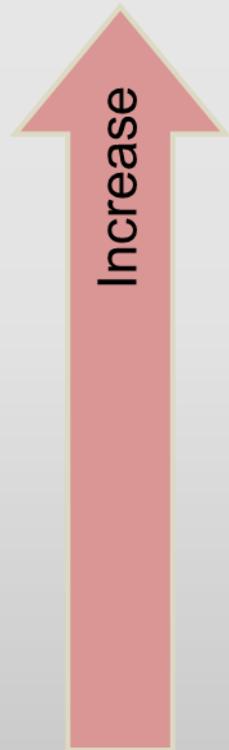
• 67.1 MILLION in the U.S.

74% of Gen Zers believe an education based in things like trade skills, nursing, science, technology, engineering, and mathematics makes sense.

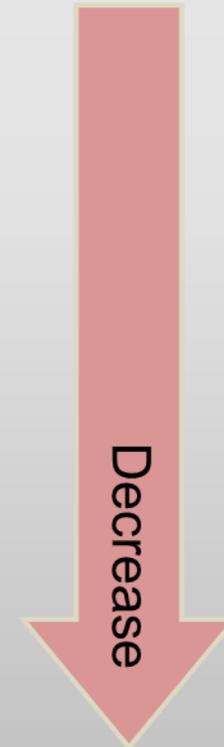
More than **50%** of Gen Zers say they are open to pursuing something other than a four-year bachelor's degree to prepare for their futures.

ONE-THIRD of the polled Gen Zers say the financial fallout of the pandemic has made it unlikely they will pursue a four-year degree.

Communicating with Gen Z



Digital	Text	Print
Social	Video	Email
SEO	Mobile	Phone
Chat	Portals	Bulk
Google Analytics		
Personalization		
Customization		



5. Working with External Vendors

Vendor “Hunger Games”

1. What problem do you solve for Transy?
2. Do the services you provide overlap with other vendors we use? Why is yours better?
3. What suggestions do you have to be more efficient and effective?



Rely on, challenge and listen to the right partners!



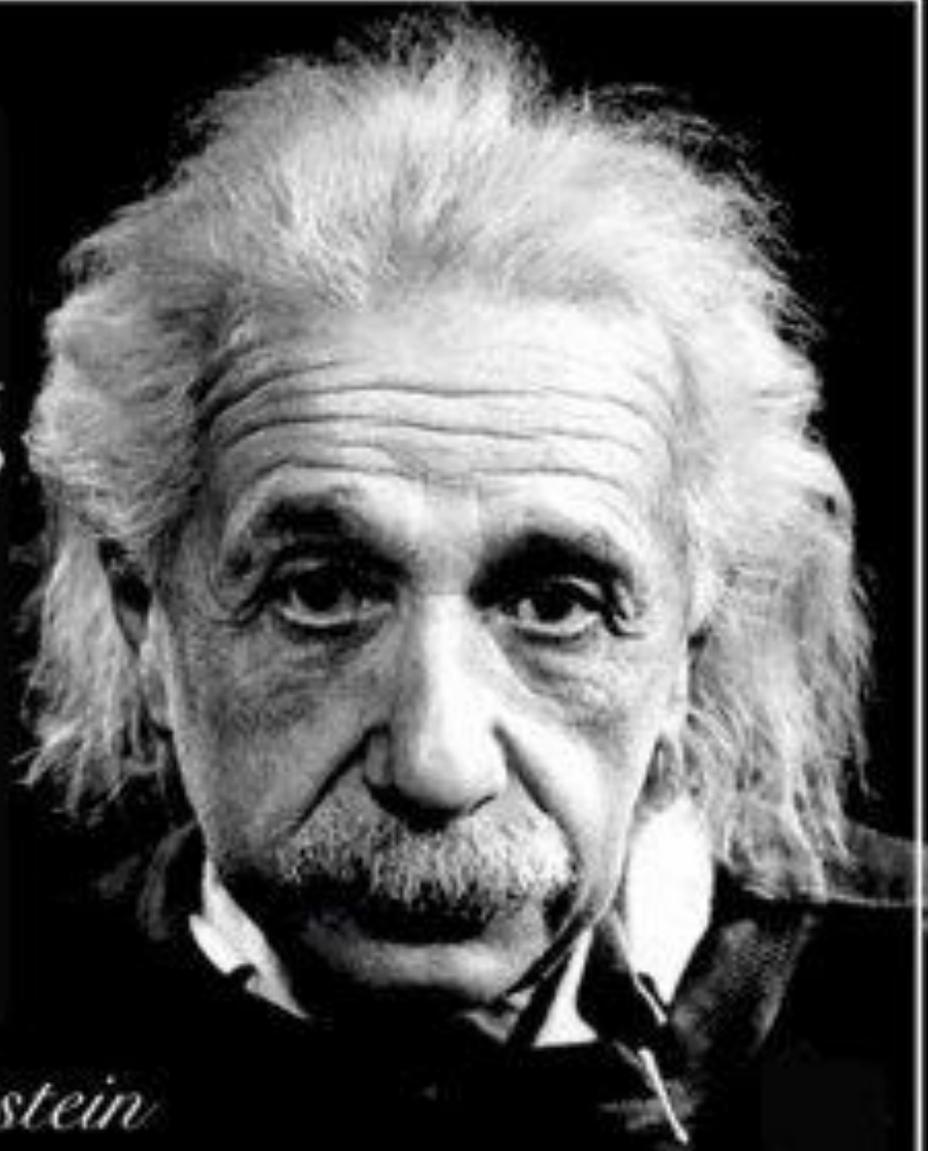
CARNEGIE



6. Collaboration leads to change.

Insanity:
doing the same thing
over and over again
and expecting
different results.

- Albert Einstein



Engage with faculty members

“Get the right people
on the bus and in the
right seat.”

- **JIM COLLINS**



Share and Celebrate Success!



Thank you!



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