



RNL's Impact with the University of Maryland Eastern Shore in Enrollment Management Turnaround

Latoya Jenkins

Vice President of Enrollment Management & Student Experience

Darryl Isom

Director of Admissions and Recruitment

Who Are We?



LaToya Jenkins

Vice President for Enrollment Management & Student Experience

11 years of higher education experience

8 years Corporate Consulting Experience

Areas of expertise:

- Strategic Planning
- Training and Research
- Enrollment Management
- Student Services-Advising
- Student Affairs



Who Are We?



Darryl Isom

Director of Admissions and Recruitment

15+ years of higher education experience

Areas of expertise:

- Student Services: Admissions, Recruitment, Registrar and Retention, Student Financial Resources Advocate
- Continuing Education & Workforce Development



University of Maryland Eastern Shore (UMES)



Small, Rural Doctoral University

Located on Maryland's Eastern Shore

Degrees offered - 56 Bachelor's, 14 Master's and 8 Doctoral programs.

Five Schools: Agricultural and Natural Sciences; Business and Technology; Education; Social Sciences and the Arts; Graduate Studies; and Pharmacy and Health Professions.

Stem Focused

Over 2,500 students enrolled

57.3% female, 42.7% male

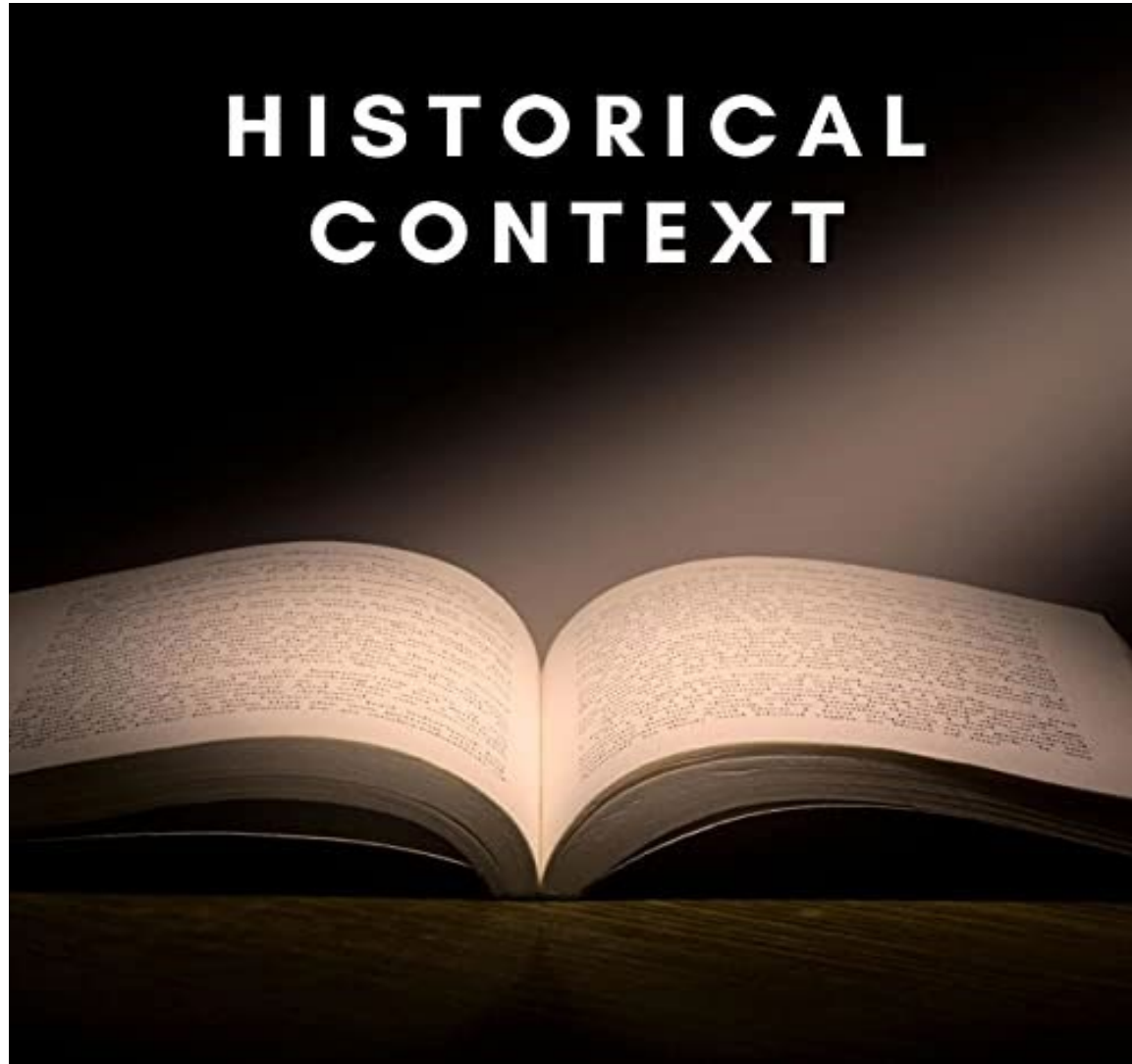
80% black, 20% non-black

Who We Were



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HISTORICAL CONTEXT



RNL & Partnership for Education Advancement (PEA) Relationship



Fall 2021 - Partnering for Success: History and Introduction



- Supported significant investments in the operational and technical framework
- Funded infrastructure improvements that were cost prohibitive due to historic and systemic underfunding.
- Focused efforts on helping to enhance processes in enrollment, student success, fundraising, and general operations
- Provided strategic, operational solutions that are both immediately employable, and financially and logistically sustainable
- Implement solutions to drive growth (and/or reduce costs) over the long term.
- Facilitated collaboration on shared services to minimize ongoing costs and leverage economies of scale.

RNL Solutions Help Enhance the University of Maryland Eastern Shore's Strategic Mission



- Self-Assessment started in Fall 2021, we were approached by Partners for Education Advancement
- Required a year-long commitment
- PEA accelerated student search solutions that increased name volume at the top of the funnel and velocity through it so that UMES engaged at every enrollment stage and reached our goals
- PEA's comprehensive full-funnel solution delivered the name sources, digital marketing, advanced analytics, and total flexibility to build the class UMES wanted more efficiently than ever.

Stakeholder Engagement



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- **Admissions and Recruitment**
- **Student Experience**
- **Financial Aid**
- **Center for Access and Academic Success (CAAS)**
Summer Bridge Program
- **Faculty**
Faculty Prospective Student Recruitment Team
- **Alumni**
Alumni Recruitment Team
- **Campus Leadership**
UMES President
Provost

Partnership for Education Advancement (PEA) Relationship



The Essential Playbook: Bringing big ideas and solutions together for student success

These solutions increased enrollment, retention rates, and lead to higher graduation rates.

PEA's three-tiered approach includes:



- Partnering on a multi-year basis to transform and strengthen our operational infrastructure.
- Provided shared services across UMES to minimize ongoing costs and leverage economies of scale to improve student and institutional outcomes.
- Building an HBCU community of practice with resources, such as playbooks and toolkits, that extends to all HBCUs and the students that they serve

RNL Solutions Help Enhance the University of Maryland Eastern Shore's Strategic Mission



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Big benefits at every enrollment stage

Create a continuous engagement process with students and parents at every stage of the enrollment journey



PROSPECT

Increase volume at the top of the funnel through comprehensive inquiry generation.



INQUIRY

Increase velocity and conversion through omnichannel engagement with students and parents at every stage.



APPLICANT

Generate more applications from students who fit your enrollment goals.



ADMIT

Continue engagement to foster decision making on enrollment.



DEPOSIT

Maximize yield and minimize melt as you bring in your class.



ENROLLMENT

Reach your enrollment goals and increase your ROI on search.

New analytics and flexibility



Optimize strategies using advanced enrollment analytics that help focus your team's time on the areas of greatest impact.



Enjoy total flexibility to manage your campaign using RNL's platform or your own CRM.

Snapshot of Outcomes



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THE UNIVERSITY OF MARYLAND EASTERN SHORE UNDERGRADUATE ENROLLMENT SNAPSHOT

2023

Fall

3.37 Average GPA

1042 Average SAT



Over
1000
Deposited
Students

8,272 Applications

7,371 Admits

2,050 HIGH SCHOOLS REPRESENTED

**TOP
5**

Baltimore Polytechnic Institute
Charles H Flowers H.S.
Bowie H.S.
Baltimore City College H.S.
Frederick Douglass Sr. H.S.

TOP 10 MAJORS

Business Administration (BS)
Criminal Justice (BS)
Computer Science (BS)
Sociology (BA)
Sports Management (BS)
Accounting (BS)
Rehabilitation Psychology (BS)
Biology (BS, General,
Physical Therapy/ Pre-Allied)
General Studies



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47 States Represented

Plus Washington D.C.

OUT-OF-STATE LOCATIONS

**TOP
5**

Washington D.C.
Georgia
New York
Pennsylvania
Virginia

60 Nations Represented

**Students represented have selected UMES as their top choice as of 06/12/23*

Implementation Discussion



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- Campus Roll Out
- RNL's and PEA Weight Factor
- UMES Team Development
- UMES Enrollment Management Strategy Development
- Identifying and Utilizing Current Resources
- Moving Enrollment Management to Scale
- Overcoming limited resources at UMES

Consultant Reflections



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Kemal M. Atkins, Ed.D.
UMES RNL Consultant

Q&A



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THANK YOU



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