

The New Enrollment Leader Playbook: Keys to a Successful First Year

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Keys to a Successful First Year

Introductions and participant poll

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

Developing a Plan: Where to Begin

Consider the following markers:



First week



30 days



90 days

Understanding your Role in the New Setting

What resources do you use?

Financial Standing – Check out the 990 and Audit forms.

Position Description—Read between the lines and ask questions

Reporting Structure—Who you report to, who reports to you, dotted lines, strategic alliances

Strategic Goals

- Is there a Strategic Enrollment Plan already in place?
- Does the institution have a Strategic Plan, and what is the role of enrollment?

Emergencies

What requires immediate attention?

- ✓ Quickly identify any emergencies you need to address
 - Ask your team, campus leadership, your peers
- ✓ What priorities are most important for different constituencies?
- ✓ 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

Campus and Community 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 enrollment management 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 team? To the campus?
- How are territories assigned and managed?
- Is there an Annual Recruitment Plan or Strategic Enrollment Plan?
- What interventions are necessary to achieve goals?

Questions? Thank you!



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