

## **Enrollment Management Committee**

### ***Purpose:***

The Enrollment Management Committee develops and leads recruitment and enrollment efforts that support related strategic institutional goals at the undergraduate and graduate levels. The committee maintains a comprehensive enrollment plan tied to recruitment and enrollment initiatives and on-going activities. The committee additionally serves as a cross-departmental team, assuring coordination of efforts throughout the marketing, recruitment, and enrollment process. The committee advises the President's Cabinet regarding initiatives that support strategic institutional enrollment goals.

### ***Membership:***

The Enrollment Management Committee members are the Vice President for Academic Affairs, Dean of Student Affairs, Admissions Director, Advising Assistant Director, Athletic Director, Enrollment Services Assistant Director, Enrollment Services Director, Institutional Effectiveness Coordinator, Financial Aid Director, Marketing Director, and a Division Chair from a Division with a Graduate Program.

In addition, other staff and faculty may be active participants in sub-committees and identified task forces that the main committee convene as needed. Members of these sub-committees and respective task forces will include individuals who have expertise and interest in specific strategies related to recruitment and enrollment. The Vice President for Academic Affairs will draw upon Division Chairs and faculty as needed for initiatives and activities.

### ***Meetings:***

At least monthly and as needed. Sub-committees and task force groups meet as needed.

### **Reviewed:**

**Revised: Initiated Fall, 2023 through revision of Policy M371: Enrollment Management and Retention Committee. Policy 370: Academic and Co-Curricular Assessment renumbered as M369.**

**Sponsor: Dean of Student Affairs and Vice President for Academic Affairs**