

BARTON'S ENROLLMENT MANAGEMENT BASICS

Enrollment Management efforts are guided by an institution's mission, and align with the institution's overall strategic planning efforts.

Key elements from Barton's mission and strategic planning process include:

- Quality educational opportunities
- Student focus
- Student Success
- Continuous improvement
- Community engagement/responsive to community needs

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Traditionally, Enrollment management planning focuses on the following areas or processes:

- Recruitment
- Orientation or onboarding
- Enrollment
- Retention and completion
- Program offerings

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Some of the data that will be used to guide Barton's efforts will include a deep dive into our student population and various sub-groups including:

- Service area students
- New or emerging markets
- New and transfer students
- Degree seeking students
- Full time/part time students
- Military connected students

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Some of the data that will be used to guide Barton's efforts will include a deep dive into our student population and various sub-groups including:

- Fully online students
- Kansas students
- Hispanic students
- High school concurrent enrollment students
- International high school students

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Current efforts and future considerations that will inform, impact, or fold into Barton's plan will include:

- Barton Admissions Portal
- Elimination of the Genius product and associated processes
- Expanded online session format
- Student success initiatives being developed for the Title III proposal to increase fall to fall retention
 - New, robust and global student orientation/onboarding?
 - Redesigned global advisement/coaching system?

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Current efforts and future considerations that will inform, impact, or fold into Barton's plan will include:

- Expanded use of Degree Works degree audit system
- Auto grad project
- New program development (athletic, academic, other – HERO)
- PR/Marketing efforts
- Constant Contact/Barton Admissions Portal communication efforts
- Institutional scholarship framework
- Student feedback – surveys, focus groups, etc.

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Next Step: Establishment of Enrollment Management Committee

- Serve as a clearinghouse of sorts for institution-wide EM efforts
- Research, identify and prioritize projects
- Collect data
- Document
- Report outcomes