

Enrollment Planning From the Public Perspective

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Enrollment planning intersects with (1) finance, (2) facilities, (3) marketing/promotion and (4) mission. Public institutions often have political constraints both externally and internally.

Points to consider:

1. Who sets tuition? What is the role of the president in lobbying the governing board and political leaders?
2. Who gets the tuition? Does the state “sweep” it, or does it stay with the college/university?
3. What are limitations regarding scholarship aid? Implications for private fund raising?
4. Who is involved with enrollment planning? What should be and what is the role of faculty?
5. How is the faculty incentivized/educated about institutional versus department needs?
6. Should admissions be in student life or academic affairs? What are coordination issues?
7. What are the facilities considerations? Classrooms? Residence halls?
8. How does one balance the departmental versus general education issues in enrollment planning? Liberal arts versus professional studies?
9. What is the intersection between need for revenue and mission? Quality vs. revenue?