

AGENDA
Joint Meeting
Committee on Strategy & Innovation and
University Affairs Committee
November 21, 2024

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| I. | ECU's Enrollment Management Strategy
Part 1: Keeping & Graduating Pirates | Information |
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AGENDA ITEM

- I. ECU’s Enrollment Management Strategy
 Part I. – Keeping and Graduating Pirates.....Chris Buddo
 Interim Provost

 Brandon Frye
 Vice Chancellor for Student Affairs

 Allen Guidry
 Assoc. Provost for
 Learning Operations

 Chris Stansbury
 Senior Assoc. Vice Chancellor for
 Student Affairs

Situation: The UNC BOG Committee on Strategic Initiatives is focused this academic year on understanding enrollment trends and the related fiscal outlook. The ECU Board of Trustees is similarly focused and begins a three-part series of related session with this joint meeting.

With the arrival of the enrollment cliff, increased competition, changing student mix, and evolving workforce needs, it is important institutions have a multi-pronged strategy for new student acquisition, student success, and fiscal health.

Background: Multiple factors influence enrollment outcomes so an understanding of the overall landscape, trends, and forecasts along with ECU’s market position, informs the priorities and practices to best position ECU in this competitive environment.

Assessment: The committees will receive a three-part series on the enrollment landscape and the factors and drivers of ECU’s strategic enrollment management strategy.

The first session will focus on phase two of the UNC System Performance Metrics and the linkages to ECU’s student success agenda and fiscal health planning.

The second session will provide an overview of ECU’s strategic enrollment management plan, and an analysis with strategic action plans and related discussion across three key markets: freshmen, out-of-state, and transfers.

The third session will extend the dialogue on four related aspects: graduate enrollments, PKH, scholarships, and branding.

Action: This item is for information only.