



UNIVERSITY OF
LOUISVILLE[®]

Strategic Enrollment Management Plan

THE THINKER
BY AUGUSTE RODIN
A GIFT TO THE PEOPLE
OF LOUISVILLE BY THE

January 7, 2019

Subcommittee Chairs

- Data – Susan Howarth
- Academic Programs – Ann Larson
- Undergraduate Recruitment – Jenny Sawyer
- Graduate Recruitment – Paul DeMarco
- Tuition and Financial Aid – Rick Graycarek
- Online and Military – Gale Rhodes
- International – Mordean Taylor-Archer



Strategic Enrollment Management Plan Sections (SEMP)

- **Overview of “Plan and Deliverable”**
- **High level SEMP assumptions**
- **Top level strategies**
- **Second level strategies**
- **Action Plans**
- **Environmental Scan**
- **Timeline**

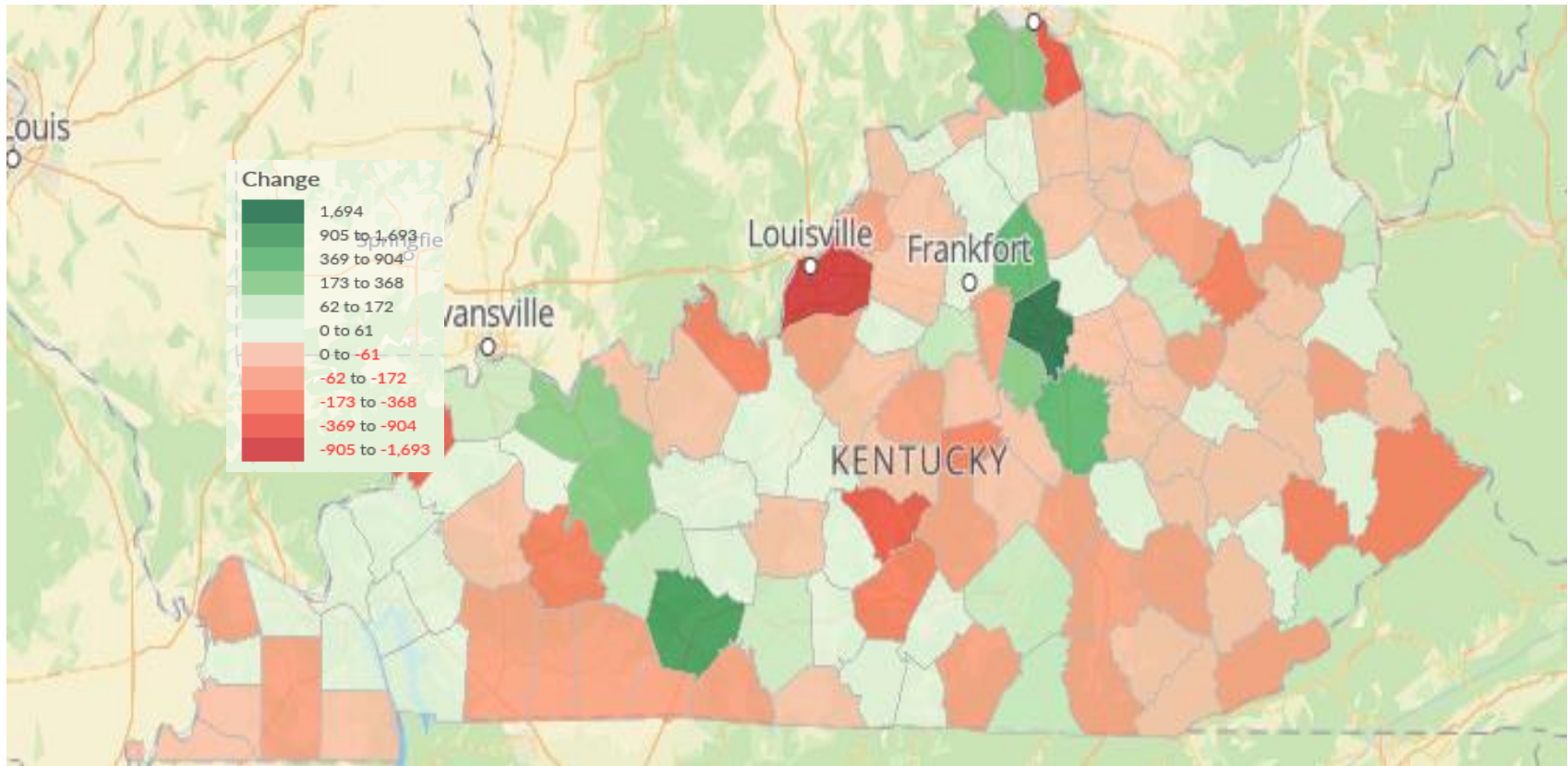
Action Plan to Support Strategies

- **Assumption: Grow Enrollment**
- **Top Level Strategy:** The university will recruit a student body with ethnic, geographic and international diversity
- **Second Level Strategy:**
 - Open a new regional market in St. Louis
- **What problem are we trying to solve?**
- By expanding into a new market our geographic diversity will increase along with enrollment to meet revenue goals. New region tactics will build on the success of other regional market creation
- **Timeline:**
 - Implemented by Fall 2020
- **Tasks:**
 - Identify specific zip codes in St. Louis
 - Develop job description and complete hire for new regional recruiter
 - Buy search names in targeted regions
 - Approval for expansion of \$10K regional award
- **Budget:**
 - \$50K – new regional recruiter
 - \$30K – travel
 - Net revenue documented for expansion of regional award
- **Evaluation and/or Goals for Success:**
 - An additional 30 student from the St. Louis region by Fall 2020

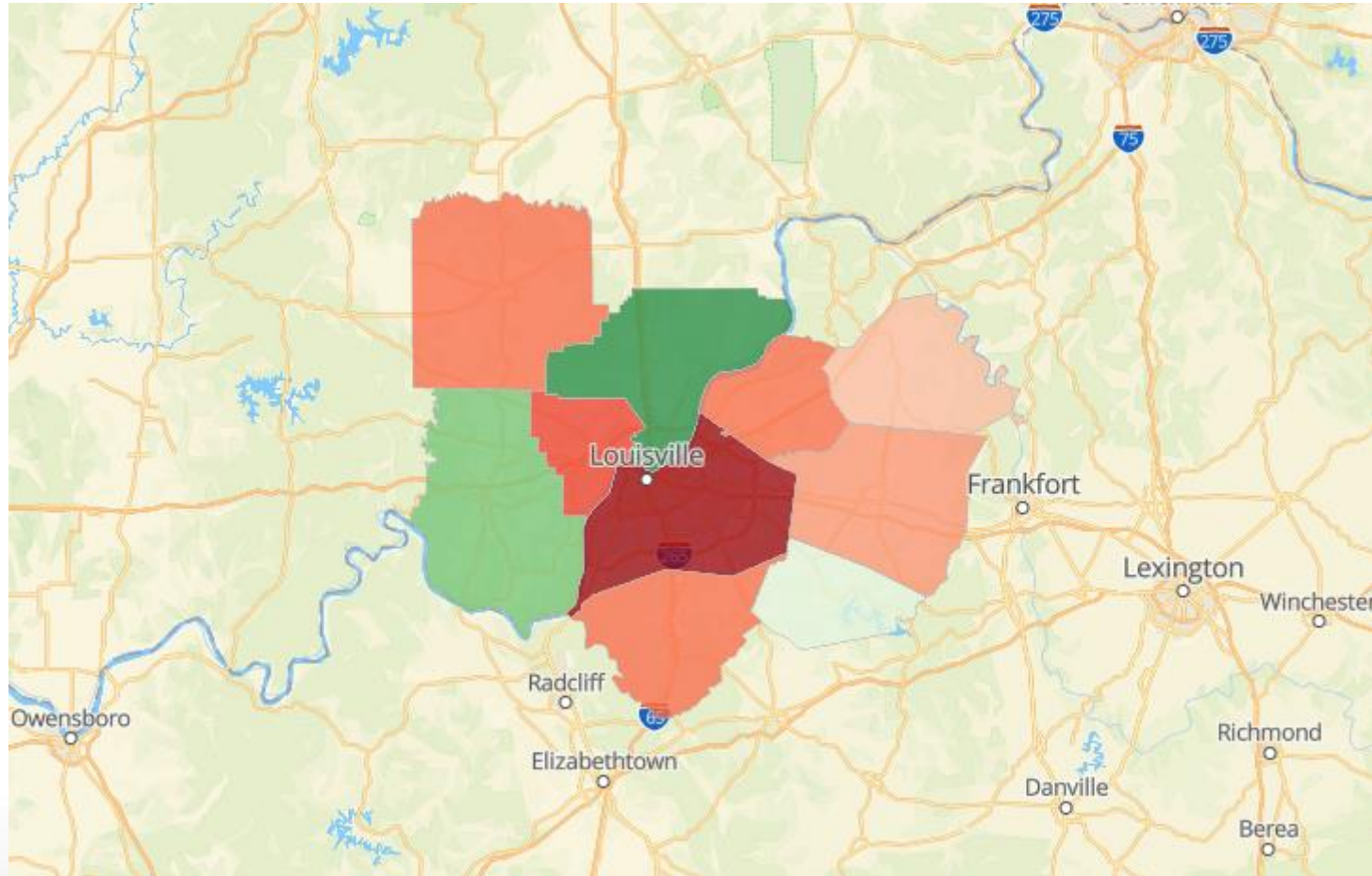
SEMP Timeline – Next 6 Months

- **SEMP Assumptions and Timeline approved - 1/7/2019**
- **Data and Environmental Scan completed – 1/25/2019**
- **Present Findings and Deliver Data Package to full committee – 2/4/2019**
- **Discussion of “Top Level Strategies” by full committee – 2/4/2019**
 - **Due 2/26/2019**
- **“Top Level Strategies” Identified and submitted to Susan – 2/26/2019**
- **Approval of “Top Level Strategies” by full committee – 3/4/2019**
- **Discuss “Second Level Strategies” and “Action Plans” – 3/4/2019**
 - **Due 4/26/2019**
- **Action Plan Template sent to Subcommittee Chairs – 3/8/2019**
- **Update on “Secondary Strategies” and “Action Plans” – 4/1/2019**
- **“Second Level Strategies” and associated “Action Plans” Identified and Submitted to Susan – 4/26/2019**
- **Approval of “Second Level Strategies” and associated “Action Plans” by full committee – 5/6/2019**
- **Final Plan approved – 6/3/2019**

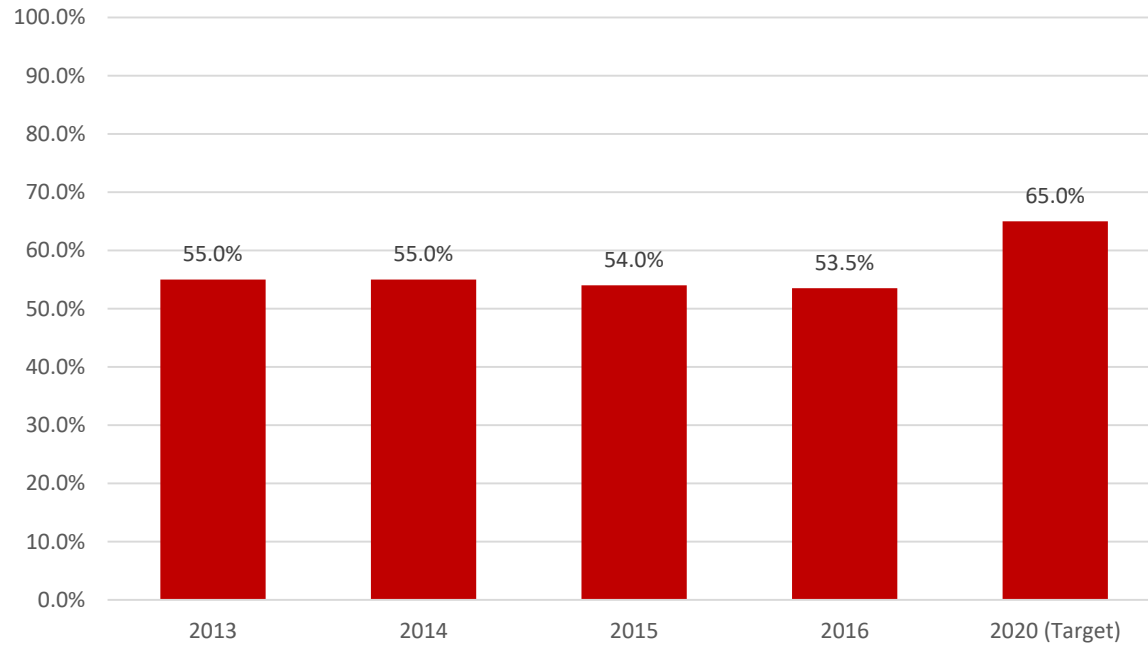
Kentucky Population Age 15-19 Projected Changes 2018-2023



Louisville Metro Population Age 15-19 Projected Changes 2018-2023



Kentucky College Going Rate



Kentucky's Highest Growing Occupations

Description	2016 Jobs	2023 Jobs	2016 - 2023 Change	2016 - 2023 % Change
Registered Nurses	43,567	46,815	3,248	7%
Software Developers, Applications	5,039	6,119	1,080	21%
Market Research Analysts and Marketing Specialists	4,256	5,104	848	20%
Nurse Practitioners	2,786	3,572	786	28%
Industrial Engineers	4,816	5,587	771	16%
Business Operations Specialists, All Other	9,444	10,035	591	6%
Pharmacists	4,559	5,090	531	12%
Securities, Commodities, and Financial Sales Agents	2,702	3,190	488	18%
Human Resources Specialists	6,653	7,118	465	7%
Mechanical Engineers	3,838	4,283	445	12%
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	3,512	3,916	404	12%
Child, Family, and School Social Workers	7,489	7,837	348	5%
Physicians and Surgeons, All Other	2,931	3,261	330	11%
Secondary School Teachers, Except Special and Career/Technical Education	11,294	11,622	328	3%
Computer Occupations, All Other	2,549	2,869	320	13%



Questions!
