



STRATEGIC ENROLLMENT MANAGEMENT: UW BOARD OF TRUSTEES MEETING



UNIVERSITY
OF WYOMING

November 17, 2016

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THE HURON TEAM



Rose Martinelli
Senior Director

rmartinelli@huronconsultinggroup.com



Steven Schuetz
Manager

sschuetz@huronconsultinggroup.com



Katie Kovács
Associate

kkovacs@huronconsultinggroup.com

INTRODUCTION

WHAT WE'VE LEARNED

Performance Improvement Findings: Opportunities



Improve Overall Student Retention

- University of Wyoming's First-Year retention is 4% lower than its 80% target
- For the last three years of available data, first to second year transfer student retention at UW is 72.5%¹
- There is no clear "owner" of retention or student success



Increase Transfer and First-Time-Full-Time Enrollments

- Transfer headcount has declined by 290 students over the past 6 years²
- Transfer orientation is currently optional, and only 25% of UW transfers attend orientation



Address Current Pricing Strategies

- Tuition and fees for residents and non-residents are among the lowest in the nation: \$5,056 for residents, \$16,216 for non-residents
- Wyoming's "College-Going Rate" has decreased to 56%, from above 60%, despite the low cost of education

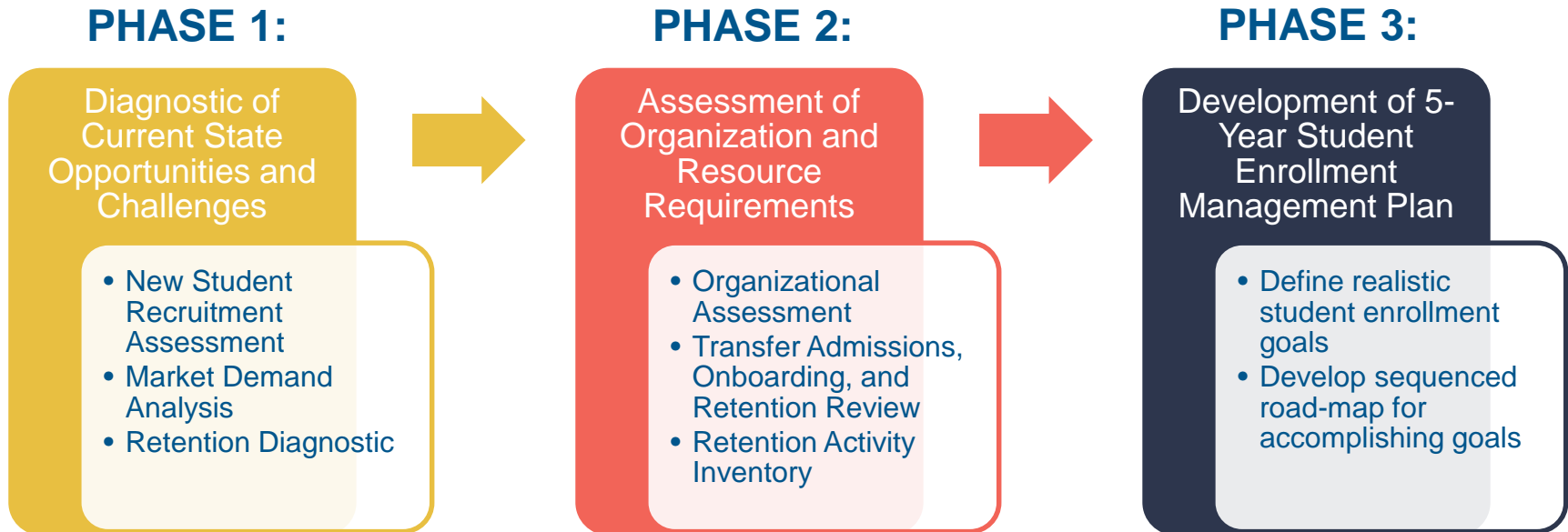


Help achieve
President
Nichols' goal
of increasing
enrollment by
500 students

PROJECT OVERVIEW

APPROACH

The Student Enrollment Management Engagement will be divided into 3 key phases.



Over the coming weeks Huron will:

- Return to campus to conduct interviews with key stakeholders
- Upon receiving data, commence current state assessment data analysis
- Develop a presentation summarizing the current state in preparation for the Midpoint Strategy Meeting

TIMELINE

KEY MILESTONES

These 3 key phases will take place over a 12-week period.



- Conduct kickoff and planning meetings
- Host interviews and focus groups with Wyoming stakeholders to understand challenges and opportunities
- Use primary research and enrollment data to develop in-depth understanding of market demand, recruitment, and retention
- Review research conducted to date

- Review initial findings for Midpoint Strategy Meeting
- Assess current organizational structure and portfolio of responsibilities within enrollment offices
- Catalog campus-wide resources that support transfers, onboarding, and retention activities
- Review research conducted to date

- Examine key findings and confirm realistic enrollment goals and priorities with Wyoming leadership
- Assess implications and develop business plans
- Provide “strategy roadmap” to execute on the goals for enrollment and incorporate additional feedback from Wyoming leadership
- Determine communication strategy to socialize changes for enrollment to the University community

EXPECTATIONS

ROLES AND RESPONSIBILITIES

The roles and responsibilities for the Huron team and the University of Wyoming are outlined below:



Provide initial insight and foundation for understanding the current state of Wyoming's undergraduate enrollment and retention		✓
Conduct research to assess Wyoming's current state and areas for improvement	✓	
Agree upon unified future vision for undergraduate enrollment		✓
Propose strategic goals for achieving future state	✓	✓
Research, develop, and test options for execution, including defining success	✓	✓
Steer and facilitate: help identify trade-offs, inform decision-making, facilitate communications and coordination, and build buy-in	✓	
Actualize change: make decisions, assume key roles, and operationalize strategic goals		✓



QUESTIONS?



THANK YOU





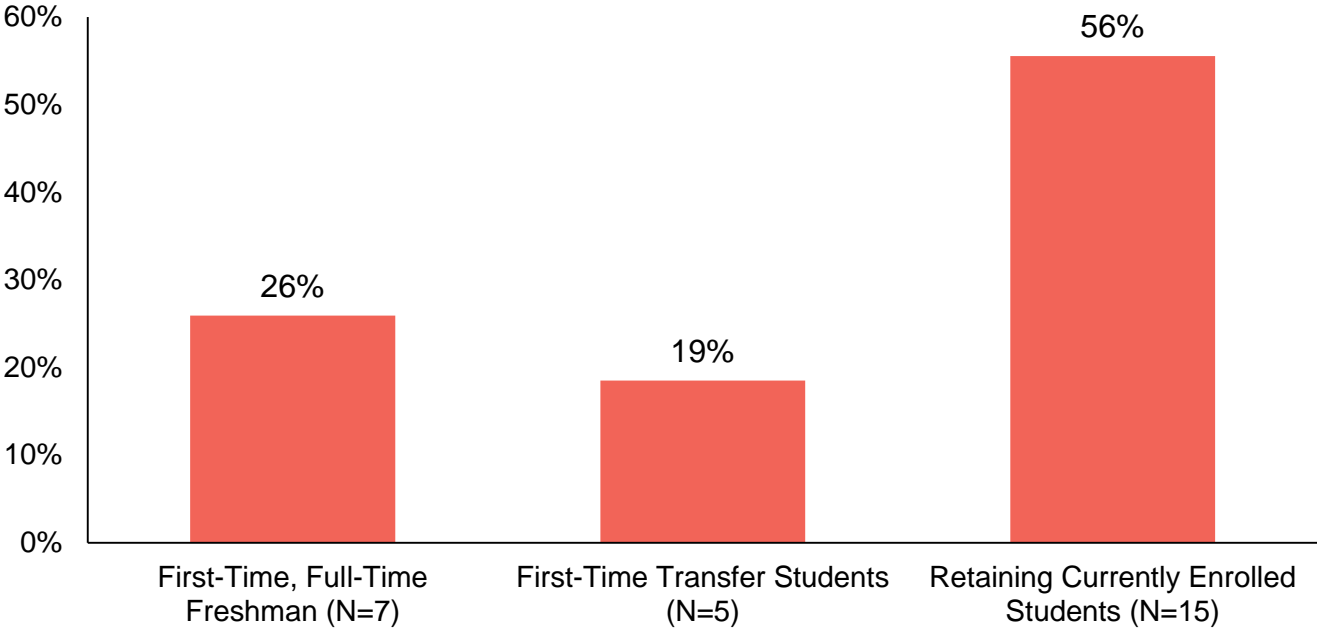
APPENDIX:

SEM TASK FORCE SURVEY

SEM TASK FORCE

SURVEY FINDINGS

Question: The University has a stated goal of increasing undergraduate enrollment by 500 students for the fall of 2017. From the options listed below, what should be the primary focus of the University's enrollment efforts?



SEM TASK FORCE

SURVEY FINDINGS

Question: The University has a stated goal of increasing undergraduate enrollment by 500 students for the fall of 2017. From the options listed below, what should be the primary focus of the University's enrollment efforts? Please briefly explain your thinking for this response.

First Time Full Time

- Increase yield by involving colleges and current students
- Opportunities to expand to new markets
- Create a college-going culture in WY

Transfer

- Untapped opportunity, under-recruited
- Low-hanging fruit
- Improved Community College pipeline

Retention

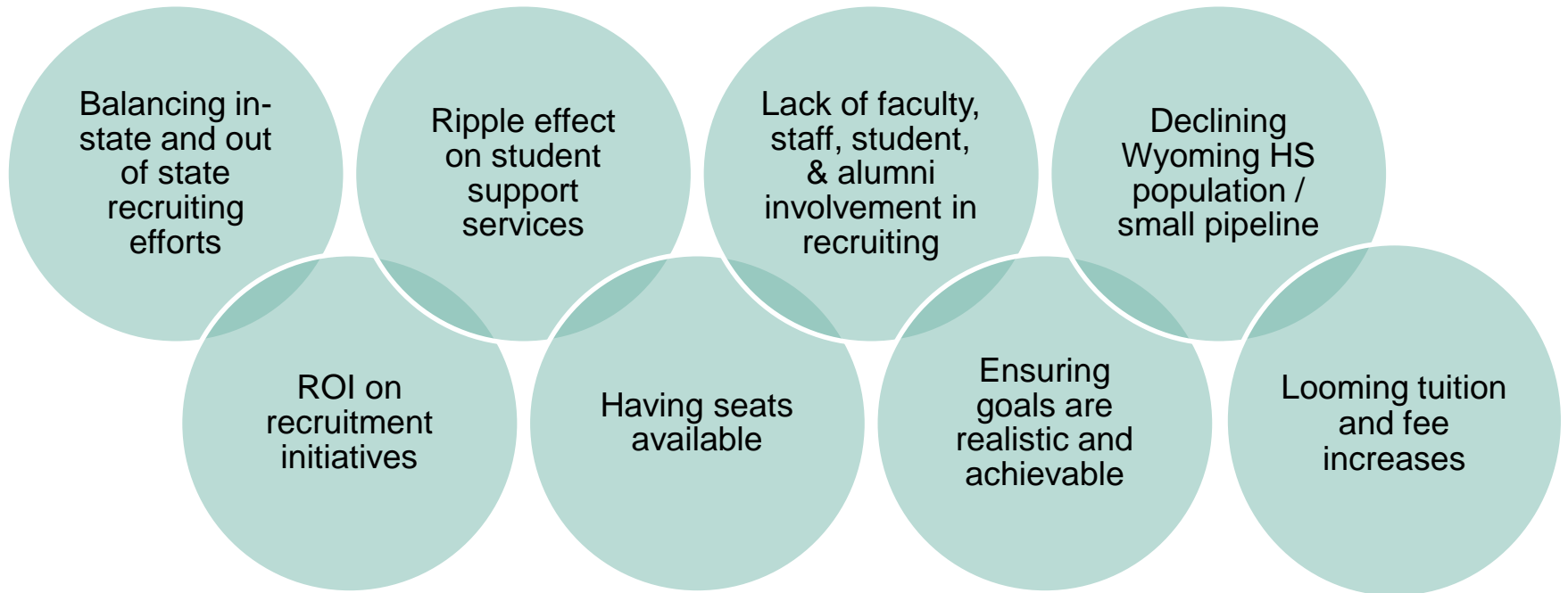
- Make the most progress / impact right away
- Focus on the students who are already here, committed, and invested

- + Many responses emphasized the need to focus on all 3 simultaneously
- + Similar Concerns: time, resources, coordination

SEM TASK FORCE

SURVEY FINDINGS

Question: What are your concerns, if any, for the University's enrollment moving forward?



SEM TASK FORCE

SURVEY FINDINGS

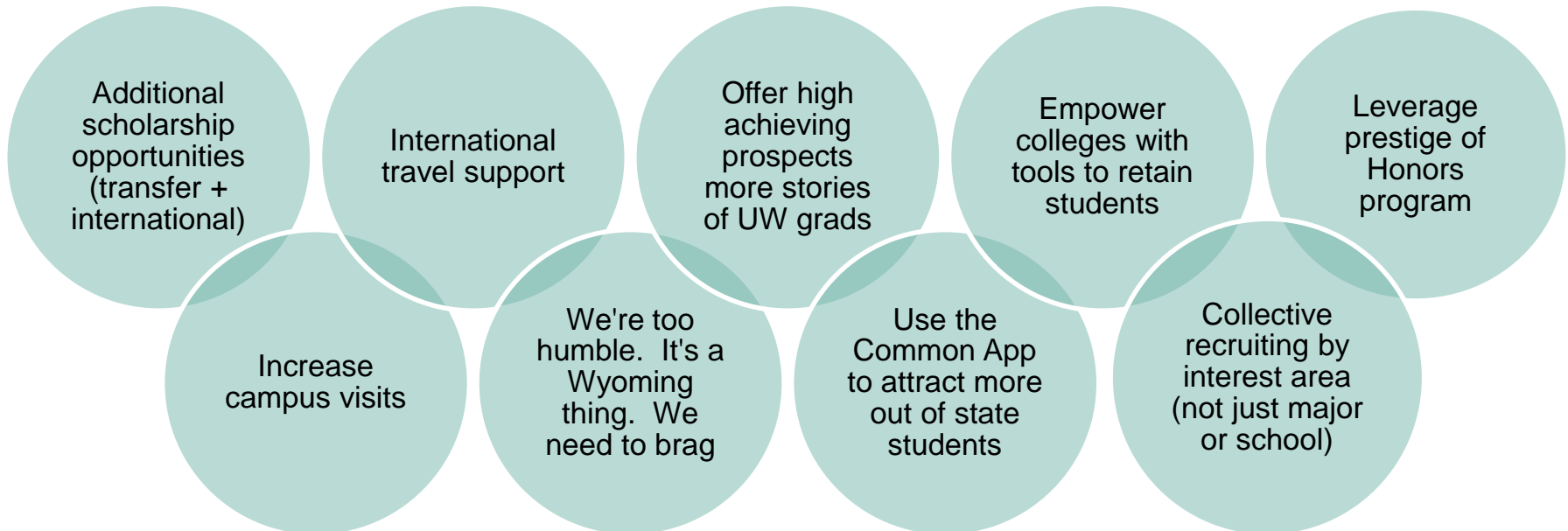
Question: In your opinion, what is the University of Wyoming's value proposition? What are areas of strength relative to competitors?



SEM TASK FORCE

SURVEY FINDINGS

Question: Are there any missed opportunities that the University of Wyoming can take advantage of to attract and enroll the best class?



SEM TASK FORCE

SURVEY FINDINGS

In your opinion, what does the ideal University of Wyoming student look like? What types of students get the most out of their University experience?

