



July 1, 2024

To: Kyle Moore, Vice Provost, Enrollment Management, Co-Chair
Nycole Courtney, Associate Vice President, Student Success and Graduation, Co-Chair
Chad Baldwin, Associate Vice President, Marketing & Communications
Alex Kean, Vice President, Budget & Finance
Kelsey Kyne, Chief of Staff to the President
Scott Turpen, Dean, College of Arts and Sciences

From: Ed Seidel, President

Re: Strategic Enrollment Management Working Group

The University of Wyoming strives to prepare students for success in an increasingly complex, digital, and interdisciplinary world. To best prepare them, serve the state of Wyoming, and achieve our strategic goals, the University of Wyoming must elevate its focus on undergraduate enrollment. Further, we must enhance these efforts to navigate the rapidly changing needs and demographics of students amidst the dynamic higher education landscape.

Guided by the UW 2023+ Strategic Plan, particularly Objective 1: Enhance Student Success, my Presidential Goals and the recently completed Strategic Enrollment Planning process, I am convening this working group to take action, where appropriate, and to make recommendations on what strategic areas, processes or considerations must be addressed to maintain and grow enrollment. This includes, but is not limited to, the following

- Advising & registration processes
- Transfer & relationships with Wyoming community colleges
- Student success
- Scholarships & financial aid
- The Culture of enrollment: building an all-hands-on-deck approach
- Budget model – I am forming a separate working group to recommend a new budget model and I ask that your working groups collaborate to ensure UW is positioned to incentivize growth and adjust nimbly to change.

I want to empower this working group to make decisions that advance UW's ability to maintain and grow enrollment. Therefore, you do not need my approval to make such decisions that do not require new funding or organizational change. Requests for new funding or organizational change may be brought to me at any time for review.

In addition, I recognize the breadth and interconnected nature of this effort and the resulting need for additional stakeholder voices – both from leadership and across campus. You have the authority to assemble sub-groups and set deliverables for those groups in service of maintaining and growing enrollment.

As you embark on this critical work, I ask that you think beyond the more traditional components of enrollment and address factors that are necessary to supporting the recruitment, marketing and retention efforts already in place. I recognize that much of the work we need to accomplish is systemic in nature, requiring behavioral and cultural changes. I will commit to offering my support and that of my cabinet to address these issues as they become prioritized and assessed for greatest need/impact.

My office will schedule a kick-off meeting so that I can further articulate my expectations for this group and answer your questions. I have asked Vice Provost Kyle Moore and Associate Vice President Nycole Courtney to co-chair this working group, and they will also be in touch with additional information. I ask that the Co-chairs provide verbal updates to Cabinet, on at least a bi-monthly basis, on the progress of this working group and present any recommendations to me for approval. I will re-evaluate the on-going need for this working group in December 2026.

I appreciate in advance your assistance, collaboration, and input on this important topic.

cc: President's Cabinet