

Attracting and Retaining a Student Population that Meets Academic, Enrollment, and Financial Needs



**2022 Institute for Chief Academic Officers
with Chief Financial and Chief Enrollment Officers**



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TENACIOUS. CONFIDENT. FORWARD-LOOKING.



The Council of
Independent Colleges

guidebook



Metz
CULINARY MANAGEMENT

Presenters

Andrew R. Bressette, Vice President for Enrollment Management,
Berry College

Tina DeNeen, Associate Executive Director, Education and Member
Development, American Association of Collegiate Registrars and
Admissions Officers

Cindy Marlow McClenagan, Vice President for Academic Affairs,
Wayland Baptist University

Brad Reeder, Assistant Vice President for Financial Services, Berry
College

Chair: Mollie Cecere, Vice President for Enrollment Management
and Marketing, Carlow University

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The logo for the Institute for Chief Academic Officers (CIC) features a stylized white 'C' with a caduceus symbol inside, followed by the letters 'CIC' in a bold, serif font.

Wayland Baptist University

- 2,800 undergrads, 800 grads
- Primary, residential campus:
 - High student-athlete population
 - HSI and MSI
- 10 additional campuses (some connected to military bases)
- Also fully online degrees



Berry College



- 2,240 undergrads, 100 grads (EDU & MBA)
- 90 % residential, traditional in-person course delivery
- Fall 22 FY class: 634 with 26% Pell, 29% SOC, 40% Male, 30% athletes
- 27,000 acre campus in NW Georgia

American Association of Collegiate Registrars and Admission Officers

- 112+ years old
- 13,000+ members
- 2,600+ institutions
- 40+ countries



The “Sure-Fire Plan for Success”

IF ONLY

- The business office allocated more \$\$ for academic programs and faculty
- Admissions enrolled strong academic students who can afford to pay more.
- Academic programs delivered high quality programs that are distinctive from everyone else.

We would increase enrollment, increase net revenue to the institution, and see our retention rates increase.

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The Reality of Today

- Everyone is asked to do more with fewer \$\$;
- Competition for students is stronger with fewer high school graduates enrolling in colleges;
- To be successful, greater collaboration across college divisions is necessary.
- Admissions and Marketing departments must carefully consider ROI for every tactic (and \$\$) deployed.
- Growth is not always financially helpful.

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Our Agenda for this Session:

Share strategies we have used to increase cross-departmental collaboration, in order to help enroll and retain student populations while focusing on the financial needs of the institution. This means:

1. Understanding institutional needs
2. Being strategic
3. Being attentive to transitions

At Wayland Baptist:

Attracting Students by Being Strategic

- Online Program Manager
- Athletics: football, softball, esports
- Undergraduate research – esp. in sciences
- Grants:
 - ✓ \$1.3M NSF Noyce Teacher Education Grant (scholarships)
 - ✓ \$3M Title V HSI Grant (summer bridge & scholarships)

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Retaining Students by Understanding and Being Attentive to Needs

- Piloting “Mentor Pioneer” (faculty-staff mentors)
- “Student Status Reports” at 6/8-wk. midterm grades
- Title V HSI grant funding for—
 - Summer Bridge Program
 - Student Success software module
 - Several student-support positions:
 - La Familia enrollment coach
 - Bilingual financial aid specialist
 - Two academic coaches
 - Bilingual peer-tutors/mentors

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Defining Strategic Enrollment Management

“Strategic Enrollment Management is a comprehensive process designed to help an institution achieve and maintain the optimum recruitment, retention, and graduation rates of students, where “optimum” is defined within the academic context of the institution. As such, SEM is an institution-wide process that embraces virtually every aspect of an institution’s function and culture.” — Michael Dolence

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The Role of the Registrar

- Bridge between administration and faculty
- Collaborator
- Problem Solver
- Keeper of the credential
- Master of the SIS
- Manager and scaffolder of degree pathways
- Guardian of data privacy

The Registrar plays a vital role in ensuring that the curriculum can be delivered, and that the record is true, valid, has integrity, and represents the learner's achievements.

Q and A

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THANK YOU



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