



Enrollment and the Presidency

Stefanie D. Niles, Ed.D.

Chris Domes, Ed.D.

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➤ **Introductions/Outline**

- Group Exercise
- External Challenges and Current Trends
- Enrollment Reports
- Final questions/discussion

Group Exercise

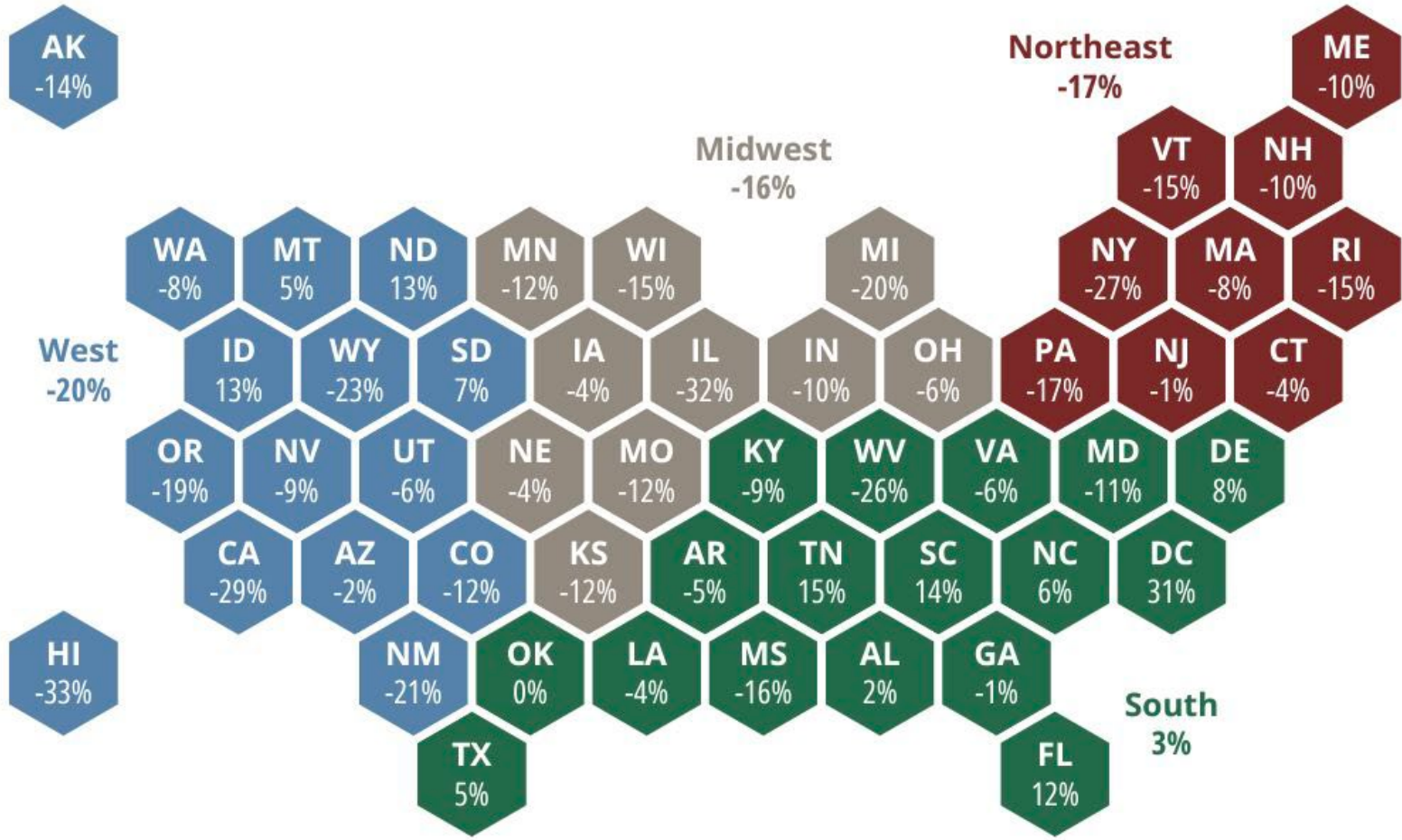
As you consider how best to ensure financial sustainability for your institution, you and your cabinet members have discussed launching new academic programs to attract new populations of students. As you consider this endeavor, the following questions need to be addressed:

- How will you determine which new programs would be best added to your academic environment and enable you to achieve your enrollment goals?
- What are the specific enrollment goals you have tied to this initiative?
- What outreach and marketing strategies are needed to promote your new programs, and how do you ensure that they will work?
- Do you have the expertise needed to deliver the intended results?
- What are the marketing costs involved with adding new programs?
- Who will support these efforts?

➤ **External Challenges and Current Trends:**

- Enrollment Cliff – 2025-26: Anticipated decline of 10-15% of the traditional college-going population
- Changing perception regarding value of a college degree
- Evolving labor market demands
- Changing government policies
- AI
- Direct Admission
- Test Optional Policies

Figure 17. Projected percent change in high school graduates, 2023 to 2041



Notes: Total high school graduates include public and private schools. In these projections, the U.S. includes the 50 states and the District of Columbia. Future work will explore projected trends for the U.S. Territories and Freely Associated States.

Data Source: Western Interstate Commission for Higher Education

➤ Enrollment Reports: What do you need to know?

➤ **What questions do you have about enrollment at your institution? Who do you need to talk with to get answers?
(Discussion)**

➤ Final Comments

➤ Questions?

➤ Dr. Stefanie Niles
sdniles@cottey.edu

Dr. Chris Domes
cdomes@neumann.edu