



Enrollment Management Plan

Admissions:

- Obtain accurate student information for records
- Process student applications
- Recruitment:
 - Immediate 14 county area
 - Atlanta,
 - Columbus
 - Out of State
 - International
 - Other
- Facilitate Call Center
 - Direct Target Calling to Students
 - Reminder Calls to Students about upcoming registrations, financial aid deadlines, etc.
 - Assistance with Fundraising Phonathons
- Coordinate all recruiting events
- Retention

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🌐 Registrar:

- Enter correct student information in to Banner
- Process all documents for student's acceptance
- Release transcripts as needed by Alumni, transfer students, and other academic institutions
- Retention

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Financial Aid:

- Obtain correct financial information
- Process financial aid information
- Educate students on the financial aid options
- Recruitment
- Retention

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🌐 Business Office:

- Oversee student accounts
- Invoice students
- Collect student fees and tuition
- Process student payments
- Retention

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🌐 Academic Divisions:

- Provide quality education – teaching
- Advise students
- Design programs to meet student needs
- Recruit students
- Marketing – design recruiting materials – brochures, letters, postcards; provide campus and departmental tours
- Fundraising
- Retention

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⦿ Athletics:

- Provide a comprehensive intercollegiate athletic program
- Recruit student athletes
- Marketing – design recruiting materials – brochures, letters, postcards
- Fundraising
- Retention

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④ Institutional Research:

- Maintain accurate facts and information
- Provide reports and data as needed
- Update Faculty and Staff on current student information – demographics, financial status, etc.
- Access and analyze data for institutional purposes
- Recruitment
- Retention

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🌐 Institutional Advancement:

🌐 PUBLIC RELATIONS, MARKETING, FUNDRAISING, ALUMNI and FOUNDATION

- Develop campus internal and external communication materials - Highlights, Viewbook and The Update
- Maintain master mailing list
- Facilitate the Annual Fund (scholarships and faculty/staff development)
- Facilitate the Capital Fund (student housing)
- Maintain donor database
- Assist Academic Divisions with development of materials for recruiting - brochures, postcards, letters, class schedule and catalog
- Assist Academic divisions with fundraising efforts by providing support with planning, event set up, communications, and logistics
- Coordinate fundraising events - BookFair - March 23, Jewelry Expo - May or June, Gala - May 14, MusicFest
- Oversee the Alumni Association
- Coordinate Alumni projects - Cookbook, Raffle, Magazine, Newsletter
- Maintain alumni database
- Retention

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🌐 Student Affairs:

🌐 ADMISSIONS, REGISTRAR, FINANCIAL AID, COUNSELING, TESTING, ADVISING, STUDENT ACTIVITIES, TUTORING, CAREER CENTER, INTERNATIONAL AND MINORITY ADVISING

- Student engagement
- Provide engaging, entertaining student programs
- Communicate with students
- Recruitment
- Retention

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🌐 Online:

- Provide quality online programs
- Recruit students
- Design online programs to meet student needs
- Work with Communications to design recruiting materials – brochures, letters, postcards
- Fundraising
- Retention

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⌚ Administrative Computing:

- Facilitate campus email system
- Maintain and provide network infrastructure
- BANNER
- Coordinate and facilitate campus VOiP phone system
- Campus security camera system
- Provide MyDC portal services for students
- Maintain alumni database
- Recruitment
- Retention