



State University of New York University at Buffalo

Lee H. Melvin

Vice Provost for Enrollment Management

A tradition of excellence, a vision for the future

Faculty Senate Executive Committee
Meeting
April 6, 2016

**Enrollment Management
Update**

MISSION

Recruiting, enrolling, retaining and graduating a diverse community of student scholars from the University at Buffalo.

VISION

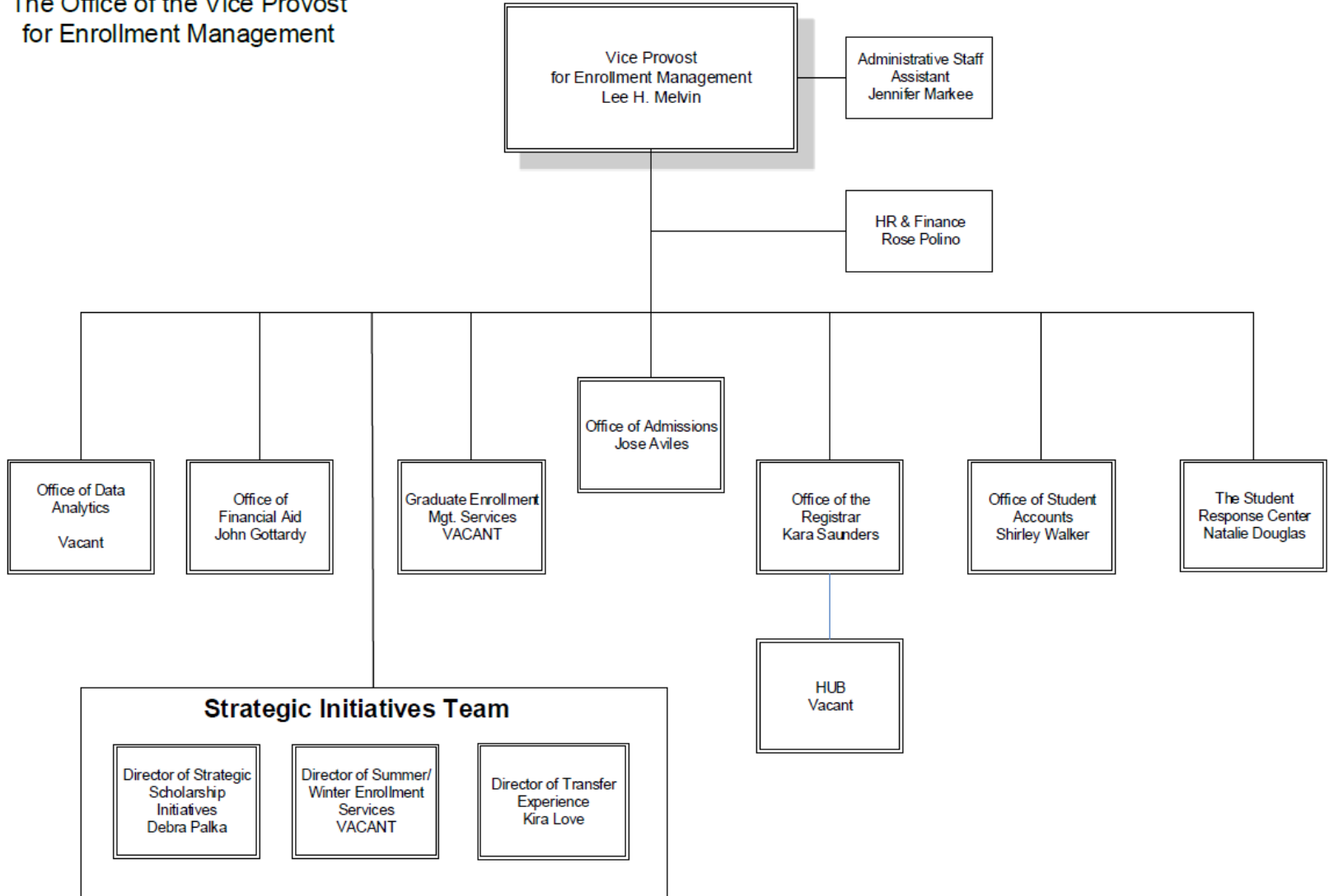
- Advance UB's Tradition of Excellence
- Lead and Encourage Campus-wide Change in Policies Related to Enrollment, Access, Diversity, Retention, and Graduation
- Enhance UB's Competitive Market Position and Prominence
- Aligning a Wide Range of Integral Activities
- Using Data to Inform and Support Decisions and Direction
- Maximize the Enrollment University Capacity
- Integrating Technology for Efficiency and Improved Student Services and Experiences



University at Buffalo

The State University of New York

The Office of the Vice Provost
for Enrollment Management



Enrollment Management Reorganization

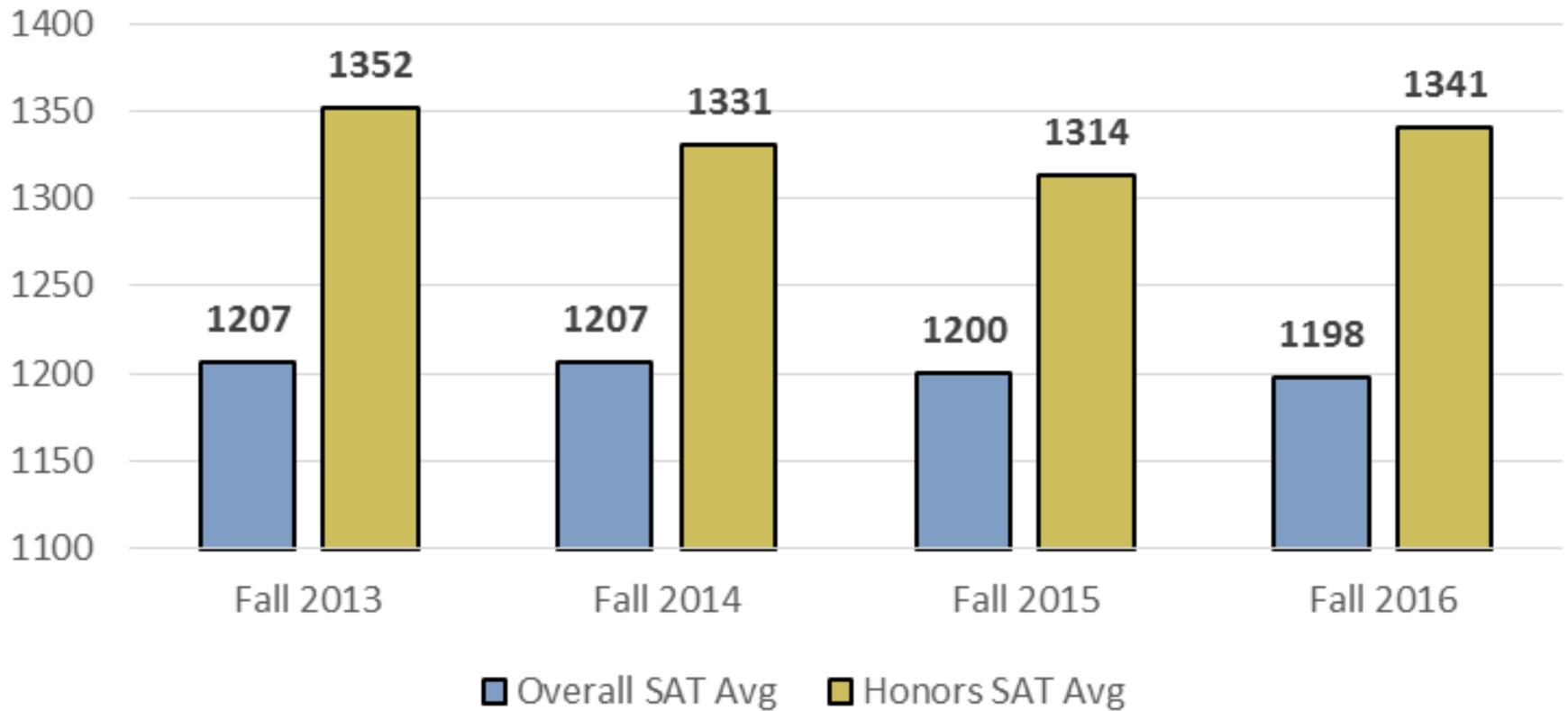
- Office of Admissions
 - Graduate Enrollment Management Services
 - Office of Data Analytics
 - Transfer Experience/Summer Winter Enrollment
- Office of the Registrar
 - HUB Support
- Office of Financial Aid
 - Strategic Scholarship Initiatives

Enrollment Goals 2016

- Freshman – 3700
 - EOP – 220
 - ACE – 200
 - Honors – 350
 - International – 350
 - SAT Goal – 1170
- Transfer – 1750
- Graduate – 9520

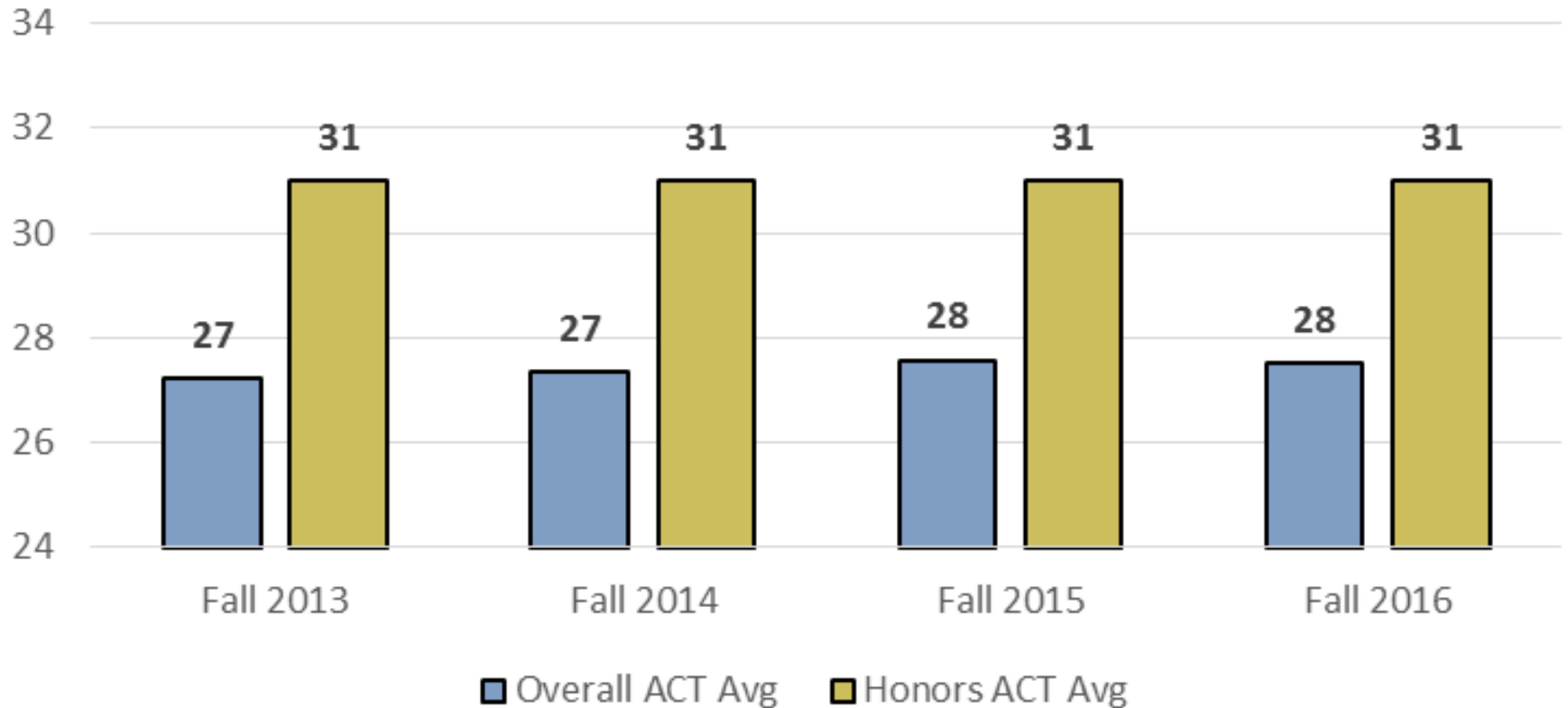
SAT Scores

Average SAT Scores of Admitted Applicants Regular and Honors



ACT Scores

**Average ACT Scores of Admitted Applicants
Regular and Honors**



Strategic Enrollment Plan through 2020

- Increase enrollment by 2000 students
 - Undergrad 2/3
 - Graduate 1/3
- 3 Pillars
 - Diversity
 - Growth
 - SAT Quality

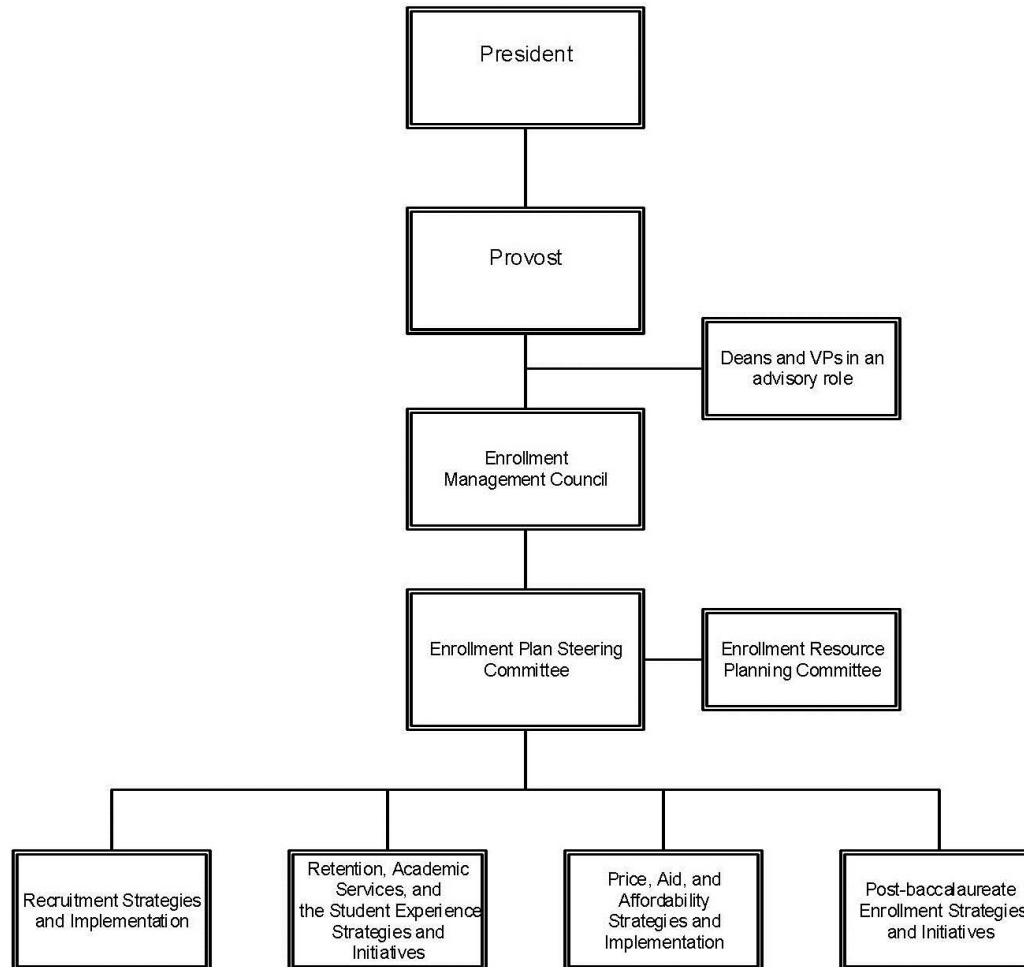
Guiding Principles

- Enroll 30,000 students by 2020
- Maintain mix of enrollment by level and by program
- Increase the quality of entering cohorts at all levels
- Increase degree completion rates and time to degree at all levels
- Increase the net revenue per student at all levels
- Increase the percentage of students enrolling from outside NYS
- Increase enrollment from underrepresented groups and underrepresented minorities
- Increase the number of students from non-traditional age groups
- Continuous review and modification of goals and aspirations to maintain relevance

Strategic Plan Goal

Recommend a 5-year enrollment plan that identifies the number of students UB will serve, the planned distribution of students enrolling by level, program, residency and background (gender, age, race/ethnicity) and the strategies that will enable the recruitment and retention of this number and mix of students over this period. The plan document will provide the rationale for these recommendations and reflect a broad-based engagement of appropriate campus stakeholders. An interim draft of the recommended plan was submitted to the Provost.

Enrollment Planning Structure



Timeline and Process

- From Senior Leadership Retreat, a challenge to grow by perhaps 2000 students (28,000 to 30,000 regularly funded)
- Charge given to Enrollment Management Council to coordinate to make recommendations by early fall 2015
- Enrollment Plan Steering Committee, Chaired by Lee Melvin, formed in May/June 2015
- Enrollment Management Council has been meeting over the summer to finalize enrollment scenarios for Steering Committee to act on
- Iterative process between senior leadership, Enrollment Management Council and Steering Committee

QUESTIONS?