

CHIEF ENROLLMENT AND GRADUATION OFFICER

PROGRAM INFORMATION:

The mission of the Division of Enrollment Management is to provide support to our student body as they complete their degrees. The division's departments support the undergraduate student from first inquiry through graduation. Our mission supports and advances the *Challenging the Spirit* Action Plan by providing admissions, retention, academic support programs, student financial services, TRiO programs, academic advising and timely graduation of students. Our mission is to provide outstanding customer service through collaborative systems and practices that facilitate a positive enrollment experience in support of each student's degree goals.

ORGANIZATIONAL INFORMATION:

The Division of Enrollment Management supports the following units: Academic Advising & Retention, Admissions, International Enrollment Management, Office of the Registrar, Student Financial Assistance, Student Success Center, and TRiO/EEP.

GOALS/ANTICIPATED PROGRAM ACTIVITIES:

- Increase fall to fall retention rate to 80% by Fall 2018;
- Develop and implement a Strategic Enrollment Plan;
- Complete implementation of WKU's first Customer Relationship Management system by Fall 2014;
- Increase the use of data in planning Division of Enrollment Management priorities;
- Implement WKU's first transfer center to support the growing transfer population; and
- Increase number of in-state transfer students to 1,250 by Fall 2017.

ENROLLMENT MANAGEMENT PRIORITIES:

- Drive controlled enrollment growth while enhancing the academic profile of our student body through application of enrollment management best practices (Objective 2.2);
- Maximize opportunities for students to be successful through informed placement, enhanced advising and proactive intervention (Objective 2.2);
- Advance institutional and statewide priorities related to educational access through partnerships that address college readiness, degree completion and transferability (Objective 2.3); and
- Through the Office of Enrollment Management, address the financial burden of higher education through expanded scholarship opportunities for students (Objective 2.3).

FINANCIAL INFORMATION:

	2013-14 Revised Budget*		2014-15 Proposed Budget	
	Pos.	<u>Unrestricted Budget</u>	Pos.	<u>Unrestricted Budget</u>
<u>Educational and General</u>				
Personnel/Fringe Benefits	92.9	5,311,571	95.9	5,760,446
Operating Expenses		1,418,609		1,762,607
Student Aid		15,802,080		19,892,080
Capital Outlay		4,172		22,000
Total Expenditures		22,536,432		27,437,133
	Pos.	<u>Restricted Budget</u>	Pos.	<u>Restricted Budget</u>
<u>Educational and General</u>				
Personnel/Fringe Benefits		118,400		118,400
Student Aid		44,319,000		42,542,000
Total Expenditures		44,437,400		42,660,400

*For comparison purposes, the 2013-14 Revised Budget figures have been adjusted to reflect University reorganization.