Enrollment Management Goals
2007

Improve Quality:
1. Create International Honors Program for Fall 2007: 100 student enrollment goal with minimum 3.5 GPA 3.5 and 200 SAT score
2. Re-establish the bottom quartile of the acceptance pool (RAP): Minimum 900 SAT, 90 student enrollment goal
3. Re-establish new AP and IB policies University-wide

Improve Retention & Graduation Rates:
1. Continue to work with First Year Experience and Orientation groups
2. Create new registration and orientation programs at Westminster
3. Review and renew the University Studies (summer, International Programs?)
4. Strengthen academic advising and support through a centralized advising unit

Increase Applications:
1. Expand marketing into new geographic areas including Florida, Texas and California
2. Explore the creation of new majors such as Graphic Design Advertising, Criminal Justice, Forensic Science
3. New list purchase and direct mail strategies with Royal & Co. and ACT
4. Create online application for Westminster
5. Implement 2-5 high school/college credit dual enrollment programs
6. Expand current CC agreements with feeder institutions and expand second tier relationships: Brookdale & Ocean CC

Minority Recruitment & Retention:
1. Create ties to minority organizations that will help in acting as feeder programs to the institution
2. Target the underrepresented Latino and Asian minority populations
3. Create summer programs that attract and pre-sell the University to minority students
4. Offer EOP recruitment events – 4 total for the year

International Recruitment & Retention:
1. Actively participate in international recruitment tours of Asia, India, and Scandinavia
2. Begin to offer in-house international credit evaluations
3. Establish a minimum of two agreements with international programs, schools, or governments that send students for degrees or short-term/reverse study abroad programs
4. Continue to expand the Sanda University agreement
Graduate:
1. Successfully enroll 15 students both Fall & Spring terms in the new Masters in Organizational Leadership
2. Successfully enroll 12 students in the Executive MBA cohort II
3. Launch Graduate Education offerings in Summer I 2007
4. Implement new pricing strategy for Counseling Degrees
5. Offer programs off campus (NJCPA Association) and through distance learning
6. Consider the development of new graduate programs including: Pharmaceutical MBA, International MBA, PsyD, MA in Liberal Studies, MS in Music Education, MS in Professional Science

CCS:
1. Enroll 15-20 students in bachelor’s completion program in Business at Burlington and explore an on-site bachelor completion degree at Raritan
2. Offer Accelerated degree in 8-week sessions – beginning Spring 2007
3. Create a bachelor’s completion program in Psychology and Journalism
4. Offer 20 new distance learning courses in both Spring & Summer 2007
5. Explore new pricing structure for full time CCS students for Fall 2007
6. Offer 2 new executive development programs

RAP Program:
1. Consider new Summer Bridge program for RAP – 3 week/3 credit program
2. Expand programming for semester 2 & 3
3. Pilot central advising with RAP cohort

Financial Aid:
1. Centralize the spending of the scholarship/merit budget for undergraduate use to secure a higher quality undergraduate profile (evaluate graduate assistantships)
2. Secure Rider’s tuition rate and maintain its position in the middle of the competitive private institutional grouping annually
3. Create a structured endowed scholarship program that helps reward talented students, supports retention and helps in strengthening donor relations

One Stop:
1. Create consistent hours of operation for all student services offices
2. Implement first stages of University-wide E-Commerce platform
3. Address calls center issues for key one stop offices
4. Create an “Ask One-Stop” location accessible by web and phone
5. Develop One Stop triage area for the first two weeks of each semester until a permanent center can be created
**Web Site:**
1. Develop new virtual tours for both campuses – 4 new tours by November 2006
2. Explore search engine optimization to expand University website exposure
3. Redesign Library and Bookstore sites
4. Re-launch redesigned site – Summer 2007 (Discovery Spring 2007)
5. Systematically improve the content and design of the website
6. Create podcasts of Westminster performances that are accessible from web site

**Marketing:**
1. Implement new University brand standards including logo, word mark, and University crest
2. Continue sign campaign with remaining campus mall signs and the implementation of LCD panels
3. Create 3-5 minute University promotion video for Open House and Information Session programs