

2019 Enrollment Task Force Sample

Various campus-wide efforts to improve enrollment

- Increase marketing/UCAM staffing and resources.
- Co-located/shared staff member between Enrollment Management and UCAM.
- Collaborate with other entities on campus for stronger messaging to incoming students.
- Unification of campus-wide recruitment efforts.
- Phi Theta Kappa listing (in process) will be a potential source of contacts for recruitment and future engagement.
- Create a value argument publication (in process), set to launch in spring 2019 as a yield piece.
- Identify and contact students who did not attend any other school after applying to UNM to attend another semester (gap year Lottery) (in process).
- Offering admission fee waiver to prospective freshmen students who submit FAFSA after October 15 but before December 1 (completed).
- Award letter improvement (in process).
- Campus-wide baseline recruitment training.
- Create campus-wide resource to inform and log what offices/individuals are visiting which locations.
- Incentivize participation for campus community (e.g. Physics Fair, Diversity at HSC for Health Fair).
- Staff/assign recruitment staff within academic units (shared model similar to School of Engineering).
- Identify college/program “cheerleaders” to help drive positive messaging with the unit.
- Improve word of mouth from our own staff/faculty/etc. (yield).
- Propose an increase of staff tasked with new student recruitment across the university.
- Recurring funding to UCAM for enrollment-related marketing campaigns (billboards, TV, radio, social media).
- Arts and Sciences to begin calling scholarship recipients with Arts & Sciences interests (in process).

- Adjust “service” component of faculty evaluation to include new student recruitment as a valid type of service.
- Enrollment is everyone’s job – administration, faculty, staff, students and alumni.
- Negotiate enrollment goals for departments and make them part of performance review.
- Student surveys and focus groups should inform tactics.
- Consider best practices at other universities.
- Utilize talented marketing professionals from within and outside the institution and include top students.
- Emphasize “UNM is the University FOR New Mexico” in promotions.
- Consider meaningful name for the student campaign.
- Student referrals could be rewarded.
- Accelerate high school counselor relationships. Supplement with calls by personable UNM students.
- Reemphasize recruitment from community colleges, especially CNM, College of Santa Fe, and our branch campuses.
- Propose major commitment to veterans with G.I. bill benefits.
- Expedite the admissions process to be early in student deliberations.
- Relentless pursuit of admitted students could increase our yield.
- Step up advertising, especially targeted social media.
- Do targeted recruiting of high-achieving students, aimed at high scoring SAT and ACT students. Promote our Honors College.
- Re-commit to our Graduation Project program, perhaps moving our targeted group from those who are 80% towards degree to a 60% level.
- Focus on converting campus safety perceptions from detriment to strength by emphasizing our dedicated police force, cameras, call boxes, enhanced lighting, and improving statistics.
- Explore enhanced systems for educational delivery including online and hybrid programs.
- Propose to HED Secretary next legislative session as “The Year of Higher Education” and launch an ad campaign similar to “New Mexico True” to promote all New Mexico colleges and universities.