



## **Plan Overview**

# **Enrollment Management Plan**

**Date of Approval:** Original plan approved in 2004; current plan approved in 2006

**Approving individual or group:** Enrollment Advisory Committee; President's Advisory Council; Board of Trustees

**Responsible Administrator:** Vice President for Student Affairs

**Implementation timeframe:** 2006-2011

**Assessment schedule:** Ongoing

**Projected schedule for development of subsequent plan:** Spring 2011

**Projected timeframe for implementation of subsequent plan:** 2011-2014

**Plan overview:** Enrollment management is a process that enables Northwest College to identify enrollment goals that connect with its mission, strategic plan, and resources. The Enrollment Management Plan is a dynamic and holistic plan consisting of two parts: the Recruitment Plan and the Retention Plan. The Enrollment Advisory Committee, which oversees the development, implementation and assessment of the plan, is made up of cross-functional members to assist in integration of administrative processes, student services, curriculum, and marketing. Faculty, academic support personnel, student affairs staff, college relations staff, administrative services staff, the institutional researcher, and one student are members of the committee. The full committee meets monthly to monitor the progress of the sub-committee's work. All units coordinate to provide the best service to students.

### **Summary of ways the plan supports the Northwest College Mission:**

- The plan supports individual student achievement through several retention initiatives.
- The plan increases access for all students by increasing financial resources and housing availability for students.
- The plan supports diversity by recruiting and retaining international students and students from varied socioeconomic backgrounds.