

Recruitment Strategies from the Heartland

The University of Missouri Case

Strategic Enrollment Management (SEM)

- AACRAO Consulting
- University Strategic Plan
 - Student Success
- Workshops on "how to"

Strategic Enrollment Management (SEM)

- College-level Plans
- Department/Program Level Plans
- Considering University Location

Strategic Enrollment Management (SEM)

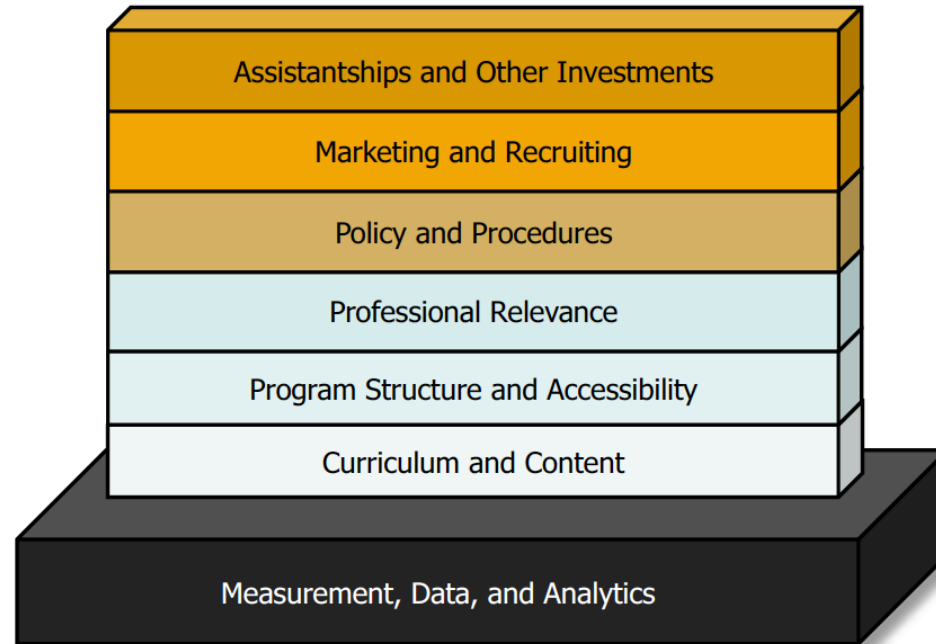
- Student life-cycle
 - Beyond increasing applications
 - Student mix (master's/doctoral, diversity, in/out of state, competitiveness profile)
 - Recruiting, admission, orientation, financial support, academic experience, matriculation, completion (TTD), outcomes

Strategic Enrollment Management (SEM)

- Goals
- Strategies
- Tactics
- Timelines

Building Blocks

Graduate Strategic Enrollment Management



Make plans work for you

- Use existing resources to implement tactics
- One bite at a time
- Accountability