

School Team Assignment #1

Data Gathering

List the data you can use to inform your enrollment management plan. Consider:

1. marketing analytics
2. recruitment and retention historical data
3. survey results
4. demographic information

School Team Assignment #2

SMART Goal Setting

What do we want to achieve?

1. Identify the goals for your enrollment management plan.
2. Consider recruitment, retention and marketing.
3. Focus on setting SMART goals: Specific, Measurable, Attainable, Realistic and Time Bound

School Team Assignment #3

Objectives

What do we need to do?

1. Identify key strategies that will support your goals.
2. Consider what has worked –and what hasn't – in years past.
3. What new initiatives can you target?

School Team Assignment #4

Accountability, Timeline, Resources,

Who, When and How we will do it:

1. Who will be responsible for what? Identify lead person/team members etc.
2. What are your targeted start data/benchmark data and end date/benchmark goal ?
3. What resources are required?

School Team Assignment #5

Your Enrollment Management Plan

Formalize your 2021-22 plan to include:

1. Goals
2. Objectives/Key Strategies
3. Lead/Team Members
4. Start Date/Benchmark Data; End Date/ Benchmark Goal
5. Resources Required

Due Date: July 20, 2021