Enrollment Management Planning Resources

1. Assessment
   - Assessment plans (learning objectives, measures, planned and actual results, reviewer feedback)
   - University learning goal assessment results (Collegiate Learning Assessment, Electronic Writing Portfolio, Watson-Glazer Critical Thinking Test)

2. Competitor Studies
   - Comparative Program Inventories [http://www.ibhe.org/BHEProgramInventory/default.htm](http://www.ibhe.org/BHEProgramInventory/default.htm)
   - EIU’s Top 12 Competitors (SEP website)
   - Honors Competitors (SEP website)
   - College Navigator (IPEDS) [http://nces.ed.gov/collegenavigator/](http://nces.ed.gov/collegenavigator/)
   - College Data (College Board, Petersons) [http://www.collegedata.com/](http://www.collegedata.com/)
   - Select “College Profiles” under “College 411.”
   - College Portraits (VSA) [http://www.collegeportraits.org/](http://www.collegeportraits.org/)
   - Common Data Set
     - ISU [http://prpa.illinoisstate.edu/universityfacts/](http://prpa.illinoisstate.edu/universityfacts/)
     - UIC [http://www.oir.uic.edu/commondataset/index.asp](http://www.oir.uic.edu/commondataset/index.asp)
     - UIUC [http://www.dmi.illinois.edu/stuenr/#CDSpeer](http://www.dmi.illinois.edu/stuenr/#CDSpeer)
   - Transfer Student Summary (2007-2010) (Shows where students transfer to/from)

3. Demographics
   - Fall 2011 Enrollment at Illinois High Schools (ISBE data available upon request)
   - Illinois Population Changes 2000-2030 (SEP website)
   - Illinois High School Graduate Projections (WICHE 2008) (SEP website)

4. Employment
   - 2010-2020 Job Outlook in Brief (SEP website)
   - Bureau of Labor Statistics Projections to 2020 (SEP website)
   - Center on Education and the Workforce [http://cew.georgetown.edu/](http://cew.georgetown.edu/)
   - Collegiate Employment Research Institute [http://www.ceri.msu.edu/](http://www.ceri.msu.edu/)
   - Educator Supply and Demand in Illinois (2011) (SEP website)
   - The Hamilton Project [http://www.brookings.edu/about/projects/hamiltonproject](http://www.brookings.edu/about/projects/hamiltonproject)
   - Illinois Employment Projections to 2020 (SEP website)
   - National Association for Colleges and Employers [http://www.naceweb.org/home.aspx](http://www.naceweb.org/home.aspx)
   - Occupational Outlook Summary (overview of EIU grads’ employment prospects—SEP website)

5. Institutional Data
   - Databooks [http://castle.eiu.edu/~planning/institutional/databook.php](http://castle.eiu.edu/~planning/institutional/databook.php)
   - Fact Sheet [http://castle.eiu.edu/~planning/institutional/factsheet.php](http://castle.eiu.edu/~planning/institutional/factsheet.php)
   - Freshman Profile [http://castle.eiu.edu/~planning/institutional/firstprofile.php](http://castle.eiu.edu/~planning/institutional/firstprofile.php)
   - Key Institutional Performance Indicators 2007-2012 (enrollments (ethnicity, gender, first-generation,), new student profile (ACT, GPA by type), retention and graduation rates by type, credit hours earned and attempted, average class size, faculty diversity, fiscal health etc.) (SEP website)
6. The Major
   - 2+2 Programs http://www.eiu.edu/cats/eiuPartners/2plus2/listing.php
   - Accreditations (list available upon request; also in MAP)
   - Dual Admission http://www.eiu.edu/~transfer/coop_dual.php
   - Earned hours by major (1998-2011) (coming soon to SEP website)
   - Enrollment by major (2002-2012) (SEP website)
   - Faculty Experts List http://www.eiu.edu/experts/
   - IBHE Program Reviews (VPAA Office)
   - Majors and Minors http://www.eiu.edu/majors/
   - Required hours by major (Fall 2012) (coming soon to SEP website)

7. The Major Assessment Profile http://castle.eiu.edu/~acaffair/MAP/
   - ACT composite score
   - Credit hour production
   - Discipline unit cost
   - Degrees produced
   - Enrollments
   - Faculty headcount/type
   - GPA
   - IBHE Alumni Survey results (employment status, salary, attitude toward major, adequacy of preparation for current job)
   - Integrative learning opportunities
   - Departmental achievements
   - Faculty achievements
   - Retention rates
   - Student achievements
   - Student-faculty collaboration
   - Student research/creative activity
   - Test/licensure pass rates

8. Strategic Enrollment Planning
   - http://castle.eiu.edu/strategicenrollment/

9. Strategic Plans
   - Envision EIU
   - Recruitment Plan
   - Retention Plan

10. Surveys
    - Citizenship survey results (available upon request)
    - College Choice survey results (SEP website)
    - EIU Housing survey results (SEP website)
    - IBHE Alumni Survey (For results by major, contact OPIS)
      - Quantitative http://castle.eiu.edu/~planning/institutional/alumni.php
      - Qualitative: http://www.eiu.edu/assess/alumnisurvey.php
    - National Survey of Student Engagement http://castle.eiu.edu/acaffair/NSSE/
    - STAMATS Image and Perception Study (2008 study available on SEP website)