

5 YEAR STRATEGIC ENROLLMENT PLAN

Executive Summary

The core of the 2023 Strategic Enrollment Plan centers on the strategic planning process that began in 2022. Strategic planning is vital to Eastern Illinois University's enduring success ensuring that everyday operations, evolving institutional priorities, and overall strategy are intentional and mission-centered. The 2023 Strategic Enrollment Plan is also aligned with the IBHE's strategic plan, "A Thriving Illinois" and informed by external data sources including NCES, WICHE, and current ISBE data sets and projections to determine viable enrollment goals for future academic years.

Five primary goals have been identified as the core objectives for this five-year strategic enrollment plan:

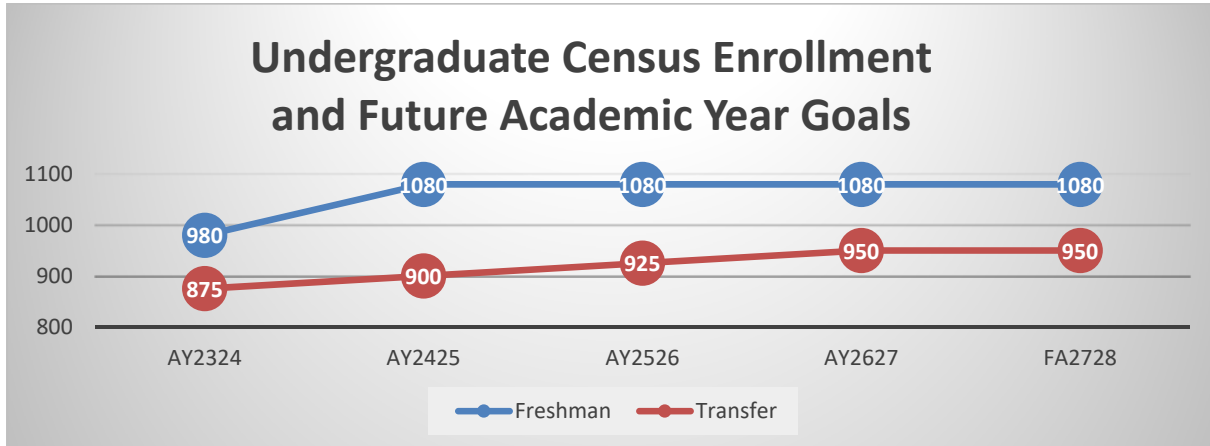
1. Grow enrollment across all student populations to reach the ideal size for supporting student success.
2. Solidify the EIU brand by increasing awareness and shaping perception in the higher education marketplace.
3. Develop consistent, intelligent, and systematic recruitment practices that support an effective pipeline of incoming students to create sustainable enrollments for all new student populations.
4. Expand programs and practices that support student success while developing best practices that produce results, with a special emphasis on reducing potential gaps in student performance and success.
5. Leverage technology to increase efficiency and better serve and inform prospective students through the enrollment process.

In an effort to best serve our students, EIU's enrollment goals have been set to continue toward developing a sustainable student population that suits our current campus infrastructure and lends to student success. A model was created based on reaching a total student enrollment of 10,000 to 10,500. The model is based on goals set over five years that build a stable cohort of incoming students, taking into account the pending reduction of HS graduates beginning in 2025.

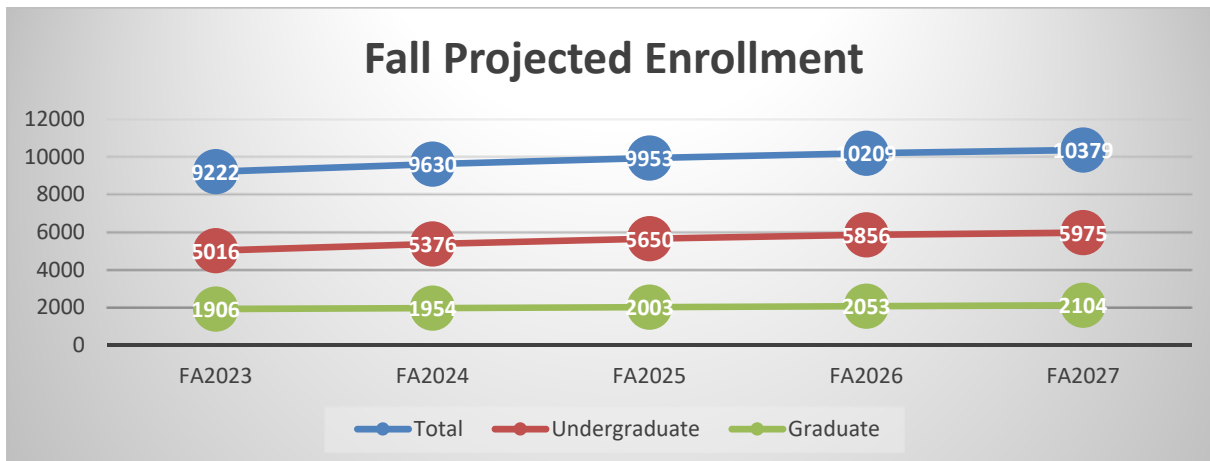
The model includes a 2.5% average increase in graduate student enrollment which will be fueled by new online and accelerated graduate program offerings. The model also includes an annual increment of 1% in first-year persistence for new incoming undergraduates, with a five-year goal of 76% for new incoming freshman and 83% for new incoming transfers. New incoming goals are based on the academic year with static goals for Spring and Summer totaling 30 new incoming freshman and 250 new incoming transfers at the census for those terms.

Enrollment Goals and Projections

Goals will fluctuate based on future performance and market changes, but the intention is to grow incrementally, and maintain incoming student numbers as HS graduate numbers decline significantly starting in 2025 impacting new incoming enrollments.



The Undergraduate, Graduate, and Total enrollment projections are based upon the goals shown in the chart above and consider current retention, graduation, re-entry rates, and future retention goals. The total enrollment projections include 2300 guest students, which are mostly composed of high school students enrolled in dual credit / dual enrollment programs.



An annual plan for each enrollment cycle will be created detailing cycle goals and associated action plans. The annual plans will serve to support the University mission, the overall strategic enrollment plan, and the associated underlying goals. The plan will be reviewed and approved by the President's council and the Board of Trustees in June of each year. The plan will be carried out by Enrollment Worx (EWORX), the Committee on Retention Efforts (CORE), and designated subcommittees assigned to each objective. Updates from subcommittees will be reviewed by EWORX and CORE with regular reporting on progress by the Associate VP for Enrollment Management occurring to the President's Council and the Board of Trustees.