

Traditional Enrollment Strategic Priorities

5 year goal update

I. Expand Transfer Enrollment

Rationale: Take advantage of discount rate differential, less reliance on services and infrastructure (food, housing, student services)

Goal: 30 net new transfers in the enrollment model annually

Result: Fall 14 198 Transfers (+48)

II. Expand Summer School

Rationale: to make use of the campus resources during a term not calculated in the Cap. To assist student in managing timely graduation. To meet a need for non-PLNU students needing summer courses

Goal: to grow Summer school enrollment by approximately 40-50 each year over the previous year.

III. Expand Out of State marketing/recruitment

Rationale: With flattening of available HS graduates in California, and dramatic shifts in underlying demographics, seek new student populations among states/metro areas that export students to California competitors.

Goal: To increase out of state student enrollment from 15% to 25% of total first year class.

Results: FA13: 22.8%, FA14: 20.6%, FA15: 21.75%

Strategies Not Implemented

IV. Expand Hispanic Marketing/Recruitment

Goal of 25% already being met...positive inertia continues.
Will continue to monitor as possible separate strategy in next cycle.

V. Expand Enrollment in ROTC

Rationale was based on increasing students with full scholarships, which have dramatically decreased with the downsizing of force in the Navy. No practical ROI at this time.

VI. Increase enrollment of International students

Cost of positioning and marketing reduced ROI. Still monitoring as possible strategy.