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Strategic Enrollment Planning Update and Plan Release

Bob Brower <BobBrower@pointloma.edu>

Fri, Sep 12, 2014 at 3:29 PM

Reply-To: bobbrower@pointloma.edu

To: All Staff & Faculty - All Campuses <AllStaffandFaculty-AllCampuses@pointloma.edu>

Dear Colleagues,

Over the last three years, the PLNU community has been engaged in a number of activities to assist the university in building a strong and healthy future. Program Reviews, assessments, self-studies, PLNU's Strategic Priorities, the Future Initiatives Think Tank (FITT) and prioritization have all assisted us in understanding PLNU in the context of all that is at work in higher education.

In the spring of 2013, a Strategic Enrollment Planning (SEP) team was appointed to devise strategies to do three things:

- 1. Maintain our vibrant residential undergraduate education on the Point Loma campus
- 2. Strengthen and expand our graduate program offerings
- 3. Expand our educational reach to include new groups of students (non-traditional, certificate, etc.)

This team consisted of faculty and staff from a number of areas in the university and was assisted by Kevin Crockett, President of the higher education consulting group Noel-Levitz.

After more than two years of research, study, data analysis and planning, we have a Strategic Enrollment Plan for PLNU that describes specific actions and programs to be undertaken to support and expand our undergraduate, graduate, and non-traditional offerings. Because these strategies involve some new endeavors for PLNU, we will be continuing to learn with the launch of each new program. This will undoubtedly require us to make adjustments over time, but the Strategic Enrollment Plan provides a data-informed framework for much of our work over the next few years.

I am attaching the Executive Summary of the report. This nine-page document provides an overview of the full Strategic Enrollment Plan report. The complete report contains summaries of the most significant data elements that the SEP team studied. You can find the full report in the portal at: https://my.pointloma.edu/ICS/Employee_Info/Future_of_PLNU.jnz. If you click the link, you will be directed to log into the portal and taken to the section called Future of PLNU. The Strategic Enrollment Planning report is the last link in the list on the right. The full report is also posted in the Faculty Shared folder for the September faculty meeting.

I would like to thank the members of the SEP team for the many hours that they invested in this project. If you have any questions about the report, you can contact any member of the team:

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PLNU Strategic Enrollment Plan Executive Summary FINAL.pdf

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