

Office of Enrollment Management 5th Annual Retreat

OEM State of the Organization

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Vice Provost for Enrollment Management

Thursday, May 20, 2010

Woodburn Hall, Room 100

Session Overview

- Organizational Principles
- Strategic Plan
- Brief Review of 2009-2010
- Accomplishments
- Questions/Answers
- Conclusion

Organizational Principles

- Customer Focused
- Flexible
- Energetic
- Strategic
- Empowered
- Team
- Communication
- Trust

STUDENT LIFECYCLE



Strategic Plan

- Pathways to Progress
 - Participative
 - Based on the Student Lifecycle
 - Future Oriented
 - Inclusive
 - Ambitious
 - Goals and Measurable Objectives
 - Actions/Tactics Identified

Strategic Plan

Pathways to Progress

- Five Goals:
 - Managing Indiana University’s Enrollment Effectively, Informed by Research Analysis and Data Modeling.
 - Communicating Effectively with Internal and External Constituencies in a Timely, Personalized Manner.
 - Providing Efficient, Seamless Service to all Constituent Groups through Strong Partnerships.

Strategic Plan

Pathways to Progress

- Five Goals Continued:
 - Providing Expert Advice as a Primary Resource on Campus Enrollment.
 - Providing and Promoting Staff Development and Leadership.

Strategic Plan

Pathways to Progress

- Next Steps:
 - Make our strategic plan a reality.
 - Review and participate in implementing this strategic plan.
 - Changing document---must be continually reviewed.
 - Strategic Plan represents a Pathway—a road map to a positive future.
 - Cross functional leadership required.

Brief Review of 2009-2010

- Budget Cuts and Difficulties
- Enrollment Management as an organization experienced approximately a 3.5% reduction in our budget.
- Managed through the difficulty of this fiscal year, operating strategically to ensure our organization continued to move forward.
- Accomplished much in difficult circumstances.

Brief Review of 2009-2010

- Set multiple enrollment records:
 - Total enrollment topped 42,000 for the first time in IU history.
 - The average SAT score for the 2009 entering class was 1203, above 1200 for the first time ever in IU history and years ahead of institutional goals.
 - The number of students at IU from an under-represented population reached record numbers, as did international enrollment.
 - The total enrollment of Indiana Residents reached record levels.

Brief Review of 2009-2010

- We enrolled record numbers of Covenant Students and provided funding for all the cohorts of Covenant students at record levels.
- The economy was part of everything we did in OEM----from enrollment challenges to parental contacts.
- In summary, we recruited, admitted, oriented, registered, funded and served a record number of students this year.

Accomplishments

- More accomplishments than we can list!
- 2009-2010 was a great year, with many accomplishments while operating in difficult circumstances!
- Colleagues will share some of this year's accomplishments along with areas where we have distinguished ourselves among our peers.

Accomplishments

- One primary reason we have accomplished much this year-----

YOU!!!

THANK YOU!

- I am tremendously proud of what our organization has accomplished this year and that is attributable to the outstanding team we have in OEM.
- Thank you for an outstanding year!
- It has been an absolute pleasure to lead our team, and represent this great university and our organization to so many during my tenure.

Questions/Answers

Conclusion

“Dream no small dreams” Herman B Wells