

University of Kentucky  
**INFORMATION RESOURCE MANAGEMENT**  
 Information Value Chain –

Department	Contact	Phone	Email
XXXXXXXXXX	XXXXXXXXXX	XXX-XXXX	XXXXXXX@XXXXXXX

**IV Chain TITLE: Enrollment Management**

**Business Functions and Goals**

1. Increase student enrollment

**Improvement Opportunities**

1. Increase student retention
2. Increase number of new students
3. Increase number of transfers

**Performance Measures**

1. # and % increase of returning, new and transfer students between terms
2. # and % increase of applicants to college eligible between terms
3. # and % increase of admits to applicants between terms
4. # and % increase of enrollments to admits-by term
5. Ratios and % increase in enrollment between terms for FT/PT and Res/Non-Resident

**Business Questions**

1. What are the characteristics of students who do/do not return?
2. What are the characteristics of students who apply, but do not enroll?
3. What are the characteristics of students who do/do not transfer?
4. What policies or practices could affect these student outcomes?
5. What are the external factors affecting our enrollment?

**Data Sort/Aggregation Criteria**

1. By term (#1 - #5 above)
2. By classification (#1, #4, and #5 above)
3. By student type (returning, new and transfer) (#3 - #5)
4. By student ACT (#1 - #5 above)
5. By student high school (#1 - #5 above)
6. By student major (#1 - #5)
7. By student residency (#1 - #5)

**Data Model**

(The Data Model will be completed by Information Resource Management)

Please list all types of data (internal and external) needed to answer or address any of the above items.

**Internal Data**

1. Financial Aid
2. Applicant
3. Student
4. Course Offerings
5. Course Demand
6. Course Enrollment

**External Data**

1. KY Population Data
2. State aid Programs Data
3. Economic Data

Defines

**Data Mart/Warehouse**