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

Data Mart/Warehouse