Information Value Chain – Enrollment Management

Business Functions and Goals
- Increase student enrollment

Improvement Opportunities
- Increase student retention
- Increase number of new students
- Increase number of transfers

Business Questions
- What are the characteristics of students who do/do not return?
- What are the characteristics of students who apply, but do not enroll?
- What are the characteristics of students who do/do not transfer?
- What policies or practices could affect these student outcomes?
- What are the external factors affecting our enrollment?

Performance Measures
- # and % increase of returning, new and transfer students by term
- # and % increase of applicants to college eligible by KY county
- # and % increase of admits to applicants
- # and % increase of enrollments to admits
- Ratios and % increase for FT/PT, Res/Non-Resident

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
- Financial Aid
- Applicant
- Student
- Course Offerings
- Course Demand
- Course Enrollment

External Data
- KY Population Data
- State aid Programs Data
- Economic Data

Data Mart/Warehouse

Defines