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# Enrollment Management Updates

Division of Enrollment Management–New Brunswick  
Academic Year 2020-2021

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# Enrollment Management Overview 2020-2021

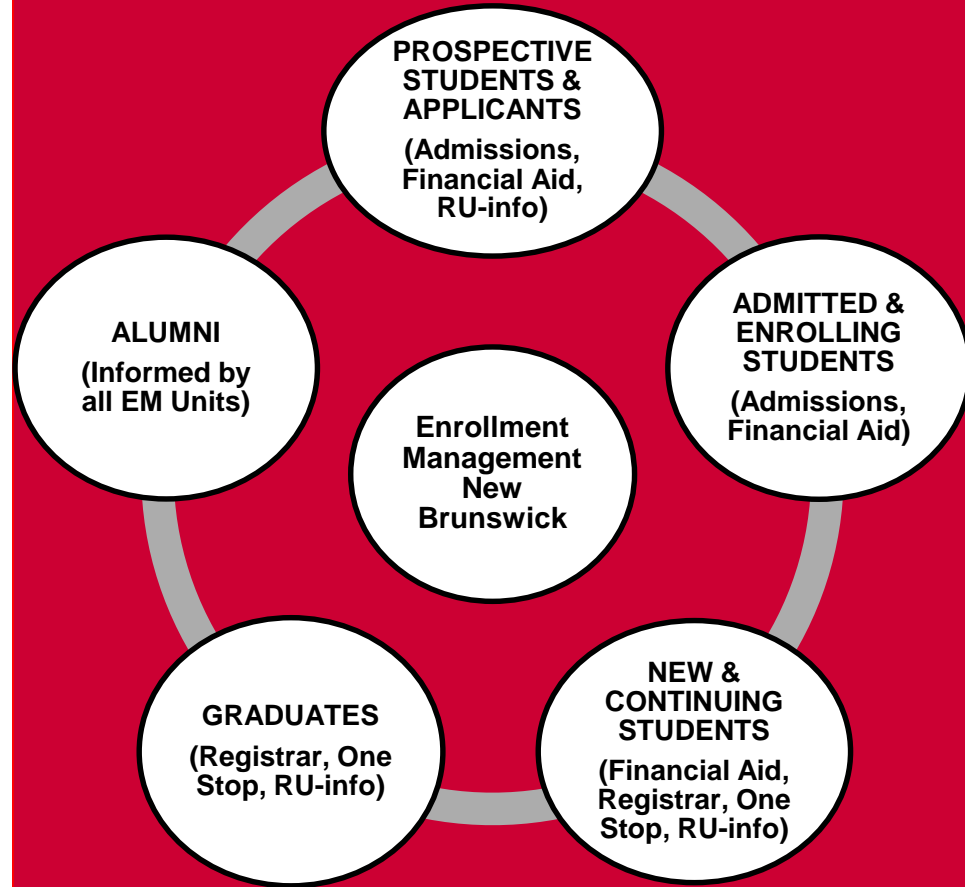
## Student-facing Units:

- Undergraduate Admissions
- Office of Financial Aid
- Office of the Registrar
- One Stop Student Services Center
- RU-info

## Administrative Teams:

- Strategic Initiatives & Analytics
- Information Technology
- Business Office

# Enrollment Management: Supporting the Student Experience



# Enrollment Management Key Priorities: 2020-2021

- Establish 5-year enrollment plan in partnership with Chancellor & deans
- Continue to improve the student experience & increase service efficiencies
- Better leverage existing need-based aid; assist in fundraising
- Redesign scholarship process
- Increase URM, women in STEM, & transfer enrollment

# Undergraduate Admissions: Goals

- Enrollment in response to Covid
  - First-year goal: 7,000 to 7,300
  - Test optional/notification dates
  - Engagement with deferred students
  - Short-term geo-honing
- Elevate diversity & access initiatives
  - Expand % of students who receive holistic review
  - Increase consideration of contextual variables in admission, scholarship, & honors selections
  - Include broader Rutgers community in review as a pilot to help shape future of holistic review
- Improve services for transfer students
- Leverage/produce robust data & analytics
- Implement supportive technology

# Undergraduate Admissions: Operational Plans for AY 2020-2021

- Reimagined interactive high school “visit”
- Reinvented tour with “live” student guide
- New metrics to evaluate academic performance without test scores
- Othot: Predictive & prescriptive analytics
- Salesforce: Fonteva, Marketing Cloud, Enrollment Rx, SF Application

# Office of Financial Aid: Goals

- Increased partnership with RU–NB departments
  - Outreach events
  - Specific points of contact
- Implementation of Financial Literacy program
- Increased efficiency in Federal Work Study
- Expansion of Dream Act for DACA students

# Office of Financial Aid: Operational Plans for AY 2020-2021

- Staffing updates
- Access and Affordability
  - Award institutional aid strategically to incoming students
  - Increased funding for Scarlet Promise



# Office of the Registrar: Goals

- Improve the student experience
  - Staff cross-training
  - Expansion of Salesforce knowledge
- Implementation of additional online forms & processes
  - Leave of absence/withdrawal form
  - Residency form

# Office of the Registrar : Operational Plans for AY 2020-2021

- Salesforce CRM live as of September 1
  - 2,500 Registrar cases opened & processed
  - Additional Salesforce implementation forthcoming
  - Use of generic staff accounts (reghelp, gradreg, etc.)
- Perceptive Content in production as of September 30
  - Eliminate as much paper processing as possible & continue to find efficiencies

# RU-info: Goals

- Participate in Salesforce CRM implementation (March 2021)
- Support move of Windham Call Center in-house
- Better leverage Info. Center to assist with goals of increasing enrollment of URM, women in STEM, transfer students

# **RU-info: Operational Plans for AY 2020-2021**

- **Operating virtually until further notice**
  - Monday-Friday: 8:30am-8:30pm
  - Weekends: 10:00am-4:00pm
  - Break Hours: Monday-Friday, 8:30am-5:00pm
  
- **New Brunswick Official Student Listserv**
  - Distributed every Tuesday

# One Stop Student Services Center: Goals

- Develop reporting, dashboards, metrics, & analytics
- Improve student experience in the call center
- Create student advisory group
- Launch community outreach & workshops
- Continue to develop student success partnerships

# One Stop Student Services Center: Operational Plans for AY 2020-2021

- Continue to provide remote service through fall semester
- Develop formal service & training standards
- Launch awareness campaign
- Finalize queueing platform within Salesforce
- Open One Stop Student Services Center, fall 2021 (ASB, Busch Campus)

