

Strategy Prioritization and Plan Formation

Senior Leadership Team
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RUFFALOSM
NOEL LEVITZ

UTSA[®]
The University of Texas at San Antonio[™]

Strategic enrollment planning steps



SEP Timeline

Visit Number	Date	Objectives/Focus
One	November 7-8, 2017	SEP process discussion with leadership; solidify organization; identify preliminary planning assumptions and KPIs; set the stage
Two	December 5-6, 2017	Conference-style launch of SEP process with Task Force and Working Groups; SWOT identification; prepare for situation analysis
Three	January 24-25, 2018	Situation analysis review; initial strategy ideation; action planning organization
Four	March 6-7, 2018	Action plan review ; additional strategy ideation
Five	April 3-4, 2018	Action plan review
Six	April 25-26, 2018	Action plan review; strategy prioritization/plan formation
Seven	May 22-23, 2018	Strategy prioritization/plan formation; implementation
Eight	August 2018	Implementation

Strategic enrollment planning done well is a dynamic, continuous process with multiple iterations.

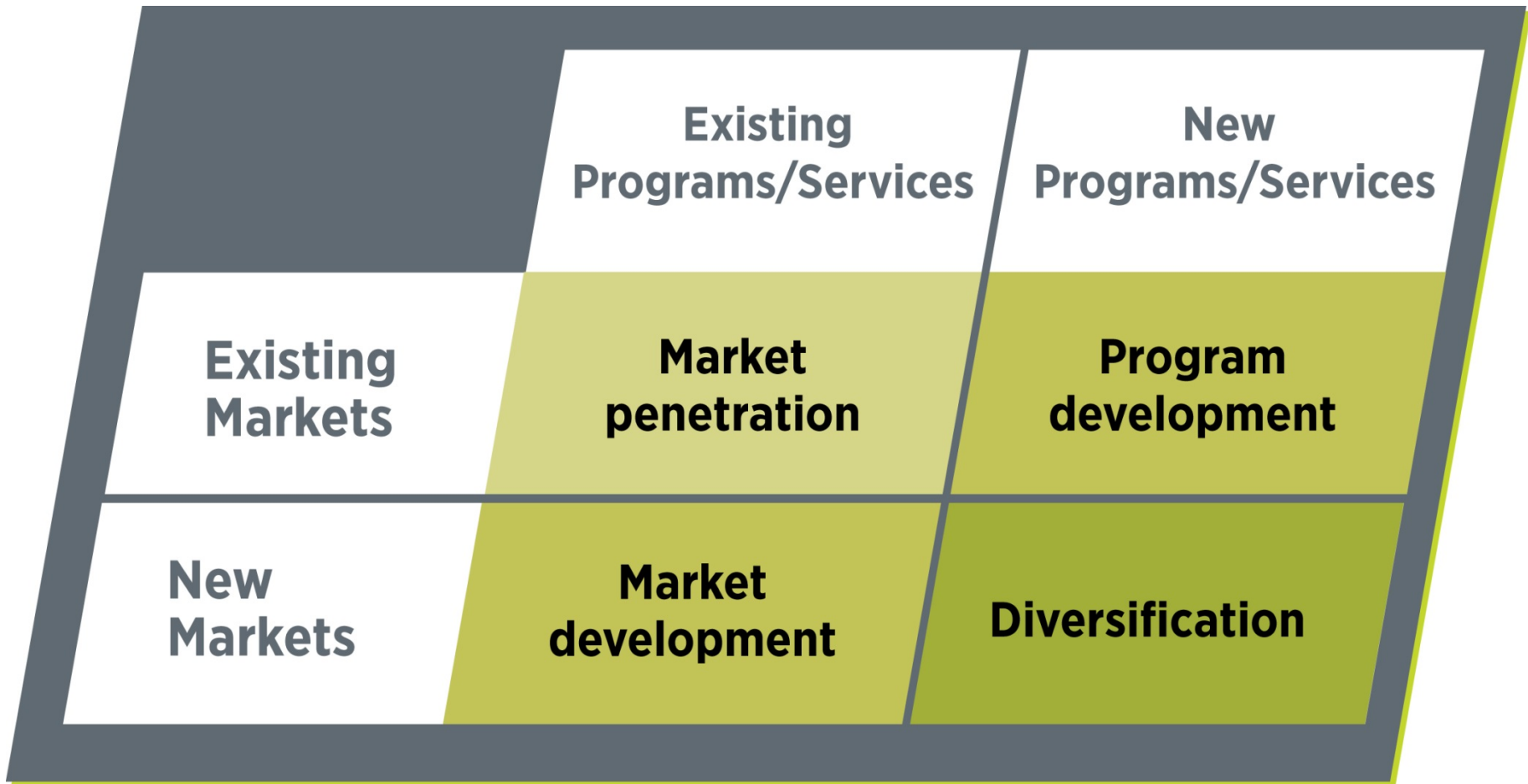
UTSA SEP Phase I

- Identifies and addresses important needs in enrollment functional areas
- Focuses on process improvement strategies critical to sustainable enrollment growth
- Makes important cross-institutional linkages

Phase I does not include:

- Student success and retention strategies
- New academic programs or program expansion
- Downtown initiatives
- Graduate education
- Online education
- College-level targets
- Geographic targets

Enrollment growth strategy matrix



Phase I Strategies

- CRM solution
- Dual enrollment
- Financial aid leveraging
- Online self-service improvements
- Prospect and inquiry management
- Undergraduate scholarship management
- Transfer student recruitment
- University-wide recruitment coordination

Implementation Model

Potential Phase II Strategies

- New academic programs/program expansion
- Downtown initiatives
- Course management
- Finance messaging
- Graduate admissions
- Graduate student funding

Potential Phase II Strategies

- High school counselor outreach
- International recruitment
- Online learning strategy
- Out-of-state recruitment
- Summer enrollment
- University-wide recruitment marketing coordination
- Work-study program modifications

Implementation Essentials

- Maintain an active and focused SEP leadership group with defined responsibilities
- Communicate SEP launch and ongoing process
- Fully connect SEP to other institutional planning processes
- Integrate new opportunities and challenges into the plan

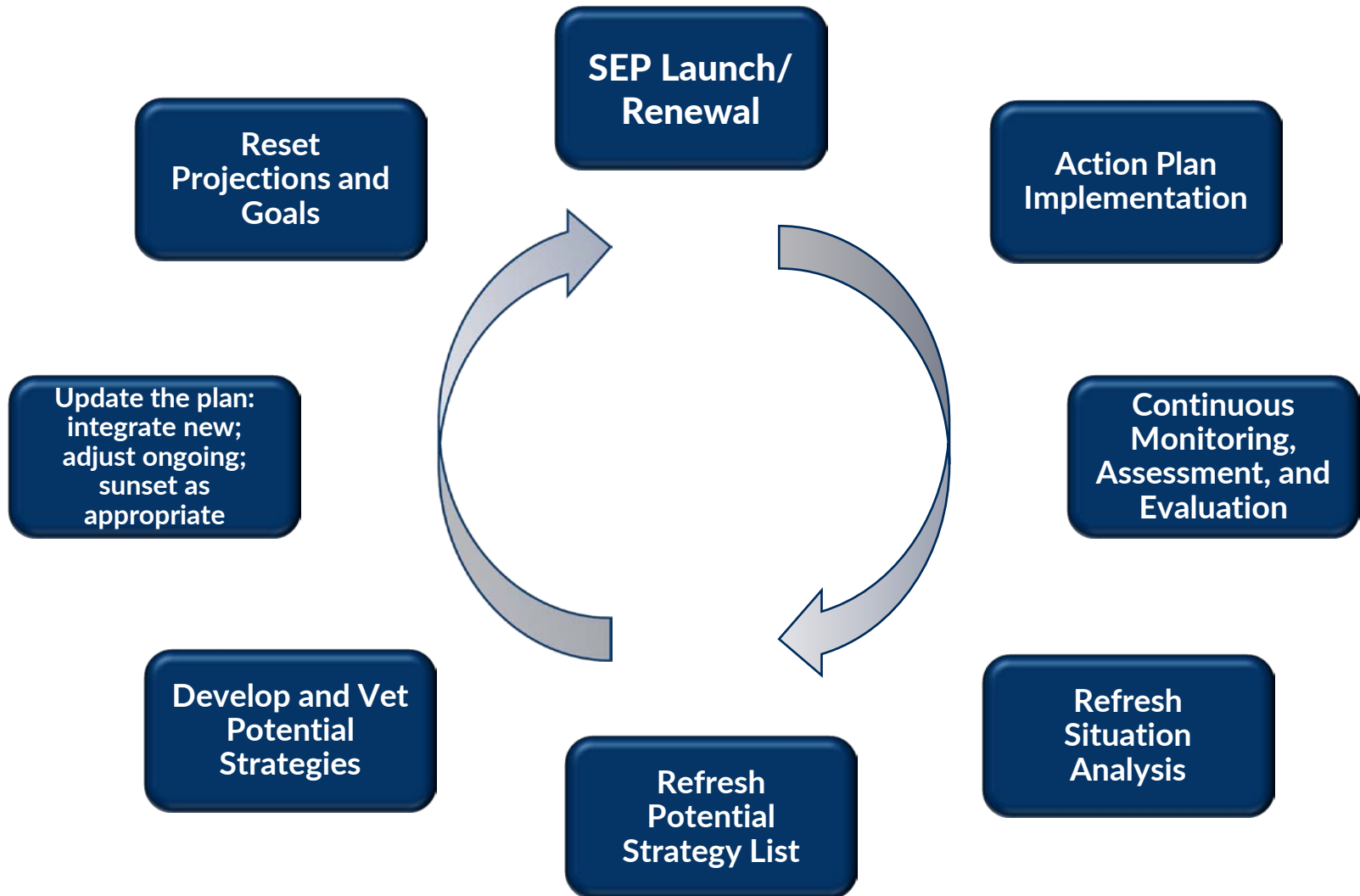
SEP Implementation Team

- Ensure the implementation of SEP strategy action plans
- Evaluate and assess SEP strategies
- Modify and update the SEP
- Continue to survey the landscape with an eye toward future SEP strategies

SEP Implementation Team

- Engage the expertise and perspectives of others at the institution in strategy identification
- Manage the development, vetting, and implementation of new SEP strategy action plans
- Keep stakeholders informed of SEP activities, successes and failures, and the SEP's connections to other institutional planning efforts

SEP Cycle



Next Steps

- Finalize the initial strategy set, phasing, and implementation model
- Determine the appropriate funding mechanisms
- Consider capacity impacts
- Fully integrate SEP with the work of the other Task Forces
- Prepare the written SEP document
- Develop a plan for the initial roll-out
- Identify and activate the implementation team
- Continue work on Phase II

A close-up photograph of three-dimensional, light-colored wooden letters spelling 'Q&A' arranged on a dark, textured surface that resembles a chalkboard. The letters are positioned within a faint, hand-drawn white chalk circle. The lighting creates soft shadows, giving the letters a three-dimensional appearance.

Q & A

Questions and Discussion