

INITIATIVE BRIEF

STRATEGIC ENROLLMENT



UTSA's plan for growth over the next decade fuels the university's ability to serve as a prosperity engine and graduate the world-engaged civic leaders of tomorrow.

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THE CHALLENGE

UTSA's ability to evolve as an institution is predicated on the university's capacity to educate students who have the skills our city, state and nation need most. Increasing enrollment requires a number of considerations that go beyond traditional enrollment management practices, including a sophisticated understanding of market demands, strategies to address increased competition for students (especially from institutions outside of Texas), concurrent campus infrastructure development, and tactics to maintain the quality of the freshman class.

THE PLAN

» **Phase One (2018-2023)**

The first phase of UTSA's Strategic Enrollment Plan outlines specific strategies, timelines and budgets to increase enrollment and maintain market share of Texas college-bound students. Integral to this effort is a focus on academic areas that align with workforce needs, playing to UTSA's institutional strengths in business, data sciences, STEM and education. The plan puts UTSA on track to enroll approximately 38,400 students by the fall of 2023, comprised of some 33,000 undergraduates, 4,600 graduate students and 800 post-baccalaureate students. These increases will bring an additional \$13 million in tuition revenue and \$5 million in fee revenue to UTSA.

» **Phase Two (2023-2028)**

Second phase strategies will result in more than 45,000 students at UTSA by the fall 2028, a student population that will put the university in alignment with some of the most prestigious research institutions in Texas.

OVERVIEW

In the fall of 2017, UTSA launched a Presidential Initiative on Strategic Enrollment to shape the university's future through targeted growth. The initiative's task force spent a year developing a plan that adopts a creative, data analytics-driven strategy for increasing enrollment, taking into account all of UTSA's physical campuses as well as online offerings. The result—UTSA's Strategic Enrollment Plan—aligns with the Texas Higher Education Coordinating Board's 60/30 TX Higher Education Plan and takes a two-phased implementation approach over the next decade.

FOR MORE INFORMATION

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