

K-State Enrollment

July 2022

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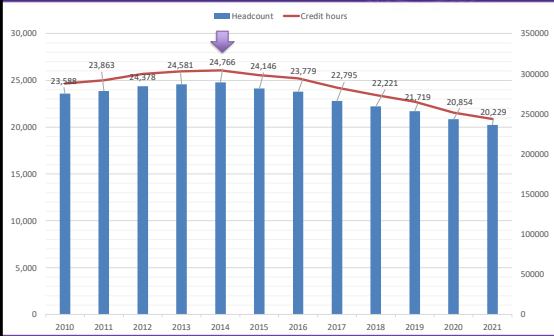
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STRATEGIC ENROLLMENT MANAGEMENT

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10 years- Long Term Enrollment

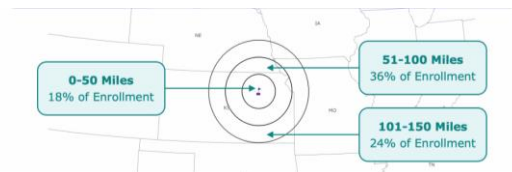


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UG MAN- Enrollment by Distance Bands

78% of enrollment 2019-2021 was from within 150 miles of campus.



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Kansas High School Student Landscape

Total Public + Private High School Graduates



High School Graduate Highlights

-12%
Projected change
between 2018 and
2027

38.4k
Projected peak of
graduates in 2025

35.9k
Average graduates
projected between
2018 and 2027

Demographic Shifts

33%
2019 projected share
of non-white public
graduates

38%
2018 projected
share of non-white
public graduates

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Source: MCHRE Knowledge at the College Door 10th Edition Projections and Analysis

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SEM Timelines



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Strategic Enrollment Management



Theme 1: Data and Technology



Theme 2: Financial Sustainability



Theme 3: Marketing and Communications



Theme 4: Undergraduate Recruitment



Theme 5: Retention and Student Success



Theme 6/7: Graduate School and Online

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Enrollment Management Principles



Data drives strategy- make real-time adjustments



Prioritize work and resources that drive enrollment - (time, people and dollars).



Modernize and maximize- (Leverage technology and efficiencies in process/policy).



Be relevant-know & speak *with* your market (Gen Z)



Personalize at higher volume- balance *both*



Strengthen partnerships-



Coordinate and complement recruitment strategy across university.

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Theme 1: Data and Technology



1. Implement University-Wide CRM

- Fall 2022: Transitioning CRM to Slate
- Allows KSU to automate processes and personalize recruitment as well as increase responsiveness to the market needs as they evolve. Including providing personalized portals.



2. Develop Comprehensive Reporting and Predictive Modeling

- Develop real-time dynamic enrollment reports to share with campus- drives regular strategy sessions.
- Predictive modeling will be put into new CRM. Helps drive priority and communication strategy.

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Theme 2: Financial Sustainability



1. Increase Affordability – New Scholarship Model and Need Based Aid

- Fall 23: New scholarship model to increase in-state aid and OOS scholarships
- Increase need-based aid – Implement Land Grant Commitment for Pell eligible students-
- Develop retention/completion aid programs (Bridge and Completion Grants)



2. Improve Financial Aid Communications

- Develop improved Net Price Calculator
- Implement personalized cost of attendance communications
- Fall 22: Improve payment plan options



3. Improve Customer Service and Flexible Aid

- Increase efficiencies/speed in processing with implementation of digital forms- include texting and digital workflows.
- One Stop Enrollment Center- new call center with live chat.
- Provide flexible aid options for accelerated degrees and certificates.

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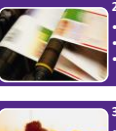
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Theme 3: Marketing and Communications



1. Increase Virtual Recruitment and Communications

- Launch 360 Virtual Tour- include community, campus and academic buildings
- Implement mass texting and chatbot
- Continue to migrate to new CMS templates- improved web presence



2. Evaluate and Improve Unified Brand and Messaging Strategy

- Brand Campaign- **DON'T MAKE THE WORLD WAIT**
- Actualizing the brand pillars into recruitment efforts
- Scale department/ college level communications to complement university strategy.



3. Increase Prospective Volume and Personalized Messaging

- Diversify search names and increase digital and social media presence
- Drive conditional logic to push relevant information to students in emails, mailing and soon personalized portals.

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The K-State MHK experience

Actualizing the brand pillars into Manhattan undergraduate recruitment efforts through key areas of communication emphasis

Pursuing Possibility | Academic Prestige for Career and Beyond

Action: Tell stories and data related to connection to career

Creating Connections | Well-Being and Student Success

Action: Point to ways our community support students academically, socially and mentally

Advancing Society | Leadership, Engagement and Service

Action: Describe the opportunities that prepare students with the skills to make a difference in the world

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The K-State Undergraduate MHK experience

LIFE IS ABOUT THE EXPERIENCES



THE WORLD IS WAITING FOR YOU.

At K-State, you can choose from more than 100 majors and over 400 minors. You can choose from more than 100 majors and over 400 minors. You can choose from more than 100 majors and over 400 minors.

Start your own business. You can choose from more than 100 majors and over 400 minors. You can choose from more than 100 majors and over 400 minors.

#1 Entrepreneurship in the Midwest

#2 Business school ranked 201

800+ of students go on to start their own business

#1 Entrepreneurship in the Midwest

#1 TOP 10 of students go on to start their own business

95% of students go on to start their own business

3,200+ of students go on to start their own business

#1 Entrepreneurship in the Midwest

#12 of students go on to start their own business

Apply today

www.kstate.edu/apply

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FROM PASSION TO PURPOSE

Thomas Hagan, '16 (Architecture major) | **Undergraduate MHK**
 Thomas Hagan, '16, is a third-year student at K-State. He is a member of the K-State Undergraduate MHK and is currently working on his thesis project. He is also a member of the K-State Undergraduate MHK and is currently working on his thesis project.

Dr. Justin Hall, '16 (Marketing major) | **Undergraduate MHK**
 Dr. Justin Hall, '16, is a third-year student at K-State. He is a member of the K-State Undergraduate MHK and is currently working on his thesis project. He is also a member of the K-State Undergraduate MHK and is currently working on his thesis project.

Kyle McCalister, '16 (Business major) | **Undergraduate MHK**
 Kyle McCalister, '16, is a third-year student at K-State. He is a member of the K-State Undergraduate MHK and is currently working on his thesis project. He is also a member of the K-State Undergraduate MHK and is currently working on his thesis project.

Matthew Smith, '16 (Business major) | **Undergraduate MHK**
 Matthew Smith, '16, is a third-year student at K-State. He is a member of the K-State Undergraduate MHK and is currently working on his thesis project. He is also a member of the K-State Undergraduate MHK and is currently working on his thesis project.

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Theme 4: Undergraduate Recruitment

- **Improve and Scale In-State Outreach**
 - *Build a stronger pipeline: Increase summer and 7-12 programming
 - *Increase off campus recruitment opportunities- get back into communities
 - *Focus on audience specific recruitment: Scale and resource multi-cultural recruitment, first generation and high ability recruitment.
- **Improve Transfer Pathways**
 - * Build transfer, military and non-traditional transition support
 - * Scale transfer agreements and partnerships- (Reimagine Direct Link Program)
 - * Streamline transfer credit- implement KBOR General Education Framework -
- **Evaluate Out-of-State Recruitment Efforts**
 - * Use data to drive specific recruitment strategy to align with search strategy.
 - * Increase international recruitment marketing and begin travel again

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Theme 5: Retention and Student Success

1. Improve Student Well-Being

- Join Culture of Respect Collective; ambitious two-year program dedicated to helping end campus sexual violence
- Create Morrison Family Center for Student Wellbeing
- Become a JED Campus- enhance a school's mental health and suicide prevention systems, programs and policies.
- Implement online platform to support well-being: You@ksu.edu

2. Implement National Institute for Student Success (NISS) recommendations

- Pre-professional Advising Center
- Proactive Advising Model

3. Diversity, Equity, Inclusion and Belonging Plan

- Six Themes:
 - Student Access
 - Student Success
 - Workforce Diversity and Inclusion
 - Teaching, Learning and Research
 - Climate and Intergroup Relations
 - Inclusive Excellence



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Theme 6/7: Online/ Graduate



Academic Program Review and Revitalization Initiative

- Scale Marketing Analysis
- Identify opportunities for improvement to meet market demands.



Improve Non-Traditional Learner Experiences/Services

- Evaluate and implement Adult 360 recommendations – survey completed to get student feedback.
- Re-vamp military one stop website.



Develop a Central Graduate Recruitment Strategy

- Build capacity with the CRM
- Implement marketing and outreach plans
- Implement digital marketing strategy for Grad- geo target, etc



Develop Micro-Credential infrastructure to meet demand

- Purchase software to support
- Complete market research to develop in-demand programs
- Develop procedures to scale to market.



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How to help

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