STRATEGIC ENROLLMENT MANAGEMENT PLAN
EM Plan - Spring 2020

Marketing and Communications
- Career Pathways/Academic Interest Areas
- Continued Website Redesign
- Increased Digital media buys

Financial Aid and Sustainability
- Collaborated with KSU Foundation to improve K-State Scholarship Network user experience
- Expanded award deadline for in-state markets due to COVID-19
- Improved timeliness and communications related to scholarship award letters
- Developed emergency aid website and referral form to assist current students
EM Plan- Spring 2020

UG Recruitment

- Eliminated on-campus event fees prior to COVID-19
- Reduced orientation and registration fees- moved to online format
- Offered virtual visits and events
- Developed live chat with recruiters
- Offered virtual visits and events
- Designed a virtual resources page for spring term
- Participated in several online campus fairs both domestically and internationally.

Data, Systems, and Technology

- Implemented new request for information form- personalized landing pages and follow-up communications
- Purchased and imported over 350K new search names into the Salesforce database
- Added college recruitment centers, all central recruiters and undergraduate admissions emails into Salesforce
- Implemented cases to allow one on one email sues and case management of student recruitment.
- Began building email templates for beginning stages of our drip marketing campaigns to inquires and admitted students
EM Updates- Spring 2020

CARES Act Emergency Aid:
- 1,338 students have received over $2,208,520

Enrollment and Registration:
- Implemented A/Pass/Fail grading option for Spring 20 term
- Reduced the amount of holds on students accounts

Enrollment Management Restructuring
- New Student Services, International Admissions and Recruitment and Undergraduate Admissions will be combined and strategically aligned as the Office of Recruitment and Admissions
- Unified structure increases coordination of offices and streamlines communications with future students
- Will hire Executive Director to oversee unit
- Kansas State College Advising Corps, or KSCAC, will move from the Office of Student Success to the Office of Enrollment Management
- Powercat Financial will move from Enrollment Management to the Office of Student Life, reporting to the Vice President for Student Life/Dean of Students.