

## **Committees Reporting to the University Planning Board**

1.511

### **1. Enrollment Council**

#### **a. Charge**

The Enrollment Council shall create an optimal integrated approach for enrollment planning and assessment.

Specifically, the Council will:

- Review and analyze enrollment related trends
- Formulate policies and strategies for enrollment
- Integrate various functions, programs, and operations
- Link marketing and enrollment strategies
- Coordinate retention efforts and assess for effectiveness

#### **b. Membership**

The membership of the Enrollment Council consists of:

- Associate Vice President for Enrollment and Retention (Chair)
- Associate Vice President of Curricular Management
- Director of Admissions (Chair of Recruitment Subcommittee)
- Director of Financial Aid
- University Registrar (Co-chair of Research and Data Sub-committee)
- Director of Institutional Research (Co-Chair of Research and Data Sub-committee)
- Director of Student Life (Chair of Student Success [Retention] Committee)
- Director of Athletics
- Director of University Housing
- Director, Division of Undergraduate Studies
- One Academic Divisional Director from the following (rotating terms or meetings):
  - Center for the Arts
  - Division of Business, Communication, and the Environment
  - Division of Language and Culture
  - Division of Science, Technology, Engineering, and Math
  - Division of Education and Health
  - Division of Social Science and Political Affairs
- Executive Director of Marketing and Communications
- Executive Director, Outreach and Engagement
- Budget Director
- One or more students (rotating terms or meetings)

The Associate Vice President for Enrollment and Retention serves as chair.

#### **c. [New Section] Enrollment Council Subcommittees**

There are three subcommittees that are working and planning groups reporting to Enrollment Council:

1. Recruitment Subcommittee – chaired by Director of Admissions. Develops three to four strategic goals for recruitment; reviews and approves sub-committee action plans; makes recommendations to the Enrollment Council.
2. Retention Subcommittee – Chaired by the Director of Student Life. Develops three to four strategic goals for retention; reviews and approves sub-committee action plans; makes recommendations to the Enrollment Council.
3. Research and Data Subcommittee – Co-Chaired by the Director of Institutional Research and the Registrar. Provides data and research to the subcommittees and Enrollment Council as needed or requested. Topics may include environmental scans, student enrollment behavior research, enrollment modeling, etc.

The membership of the subcommittees is at the Chairs' discretion but will always include a mixture of faculty, staff and students. The membership may expand and contract as needed to capture the expertise needed by the groups.

d. Ex Officio Membership and Administrative Contact

The Provost serves ex officio. The Provost also serves as the administrative contact.

e. Reporting, Meetings and Workload

The Enrollment Council makes recommendations to the University Planning Board and reports on actions taken as directed by that Board. The Council meets at least every other week, sometimes weekly. The workload is fairly consistent throughout the year.