

# ENROLLMENT MANAGEMENT

Vision, Mission, Values *and* Goals





## EM VISION

**The Office of Enrollment Management (EM)** will work creatively and diligently to attain optimal enrollments, support the academic mission and units of the institution and enhance student success and development. We will operate interdependently with others, sharing information of value to the institution as a whole, and working with our colleagues to achieve cohesive, supportive, and seamless systems for students from the date of first inquiry through graduation and beyond. We aspire to become a service leader on campus, as well as a national model for quality enrollment, student services, and system support within the university, the state and the nation.

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## EM MISSION STATEMENT

**The Office of Enrollment Management** will use a systematic set of activities and programming efforts to coordinate student recruitment and retention enrollment management initiatives for the University of Kansas. These activities and efforts include:

- Attracting, admitting, enrolling and retaining eligible students for the Lawrence campus, in accordance with academic policies, initiatives and campus priorities.
- Creating and managing a campus schedule of course offerings, to register students, maintain faculty's record of student academic performance, issue transcripts, grades, certifications and diplomas.
- Administering state, federal and institutional financial aid and scholarship programs.
- Counseling students and families in order to ensure access, choice and a diverse student body that is representative of the citizens of the State of Kansas.
- Facilitating the development, implementation and monitoring of academic policies, practices and procedures and to assist the academic units in implementing such policies in order to meet goals related to student progression, performance, retention and graduation.
- Facilitating student transition to the University of Kansas that leads to positive adjustment, academic success and persistence to degree.
- Promoting the University of Kansas and the pursuit of higher education.
- Playing a leadership role in the development, implementation, maintenance and assessment of effectiveness/efficiency of student information systems and overall technology plan for the University.



## EM VALUES

**The Office of Enrollment Management** is committed to providing high quality service. There is a strong correlation between student satisfaction and recruitment and retention. Consequently, our enrollment success is predicated on our ability to serve. We intend to exceed expectations of those we serve by:

- Removing unnecessary barriers to students
- Reviewing all policies and procedures on a regular basis
- Adopting a “first in the mailbox” approach when responding to student requests
- Providing accurate and timely information
- Anticipating student needs
- Simplifying, simplifying, simplifying
- Shifting roles from regulators to educators
- Facilitating student mastery of enrollment processes
- Providing convenient services
- Identifying and solving system problems
- Becoming as invisible as possible to the student user
- Creating a culture that values service and fosters mutual respect between staff and those they serve.

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## EM SERVICE GOALS

**The Office of Enrollment Management** is committed to having a clearly defined purpose for everything we do and executing it well. We intend to assess and measure the effectiveness of all initiatives and eliminate, refine, or replace less effective strategies. By providing an exemplary level of quality, our service goals are:

- To provide accurate, accessible information
- To reduce student runaround
- To reduce or eliminate institutional red tape
- To improve student satisfaction with services
- To enhance student access to staff
- To facilitate student learning

### **STRATEGIES:**

Strategies to implement these goals can be found in the Enrollment Management Annual Marketing, Recruitment and Retention Plan, available in the secure staff section of the EM website.

