Something Has to Give: Managing What’s Keeping Us Up at Night

Greg Zaiser, Vice President for Enrollment, Elon University
Douglas L. Christiansen, Ph.D., Vice Provost for University Enrollment Affairs, Dean of Admissions and Financial Aid, Vanderbilt University
Omar Correa, Associate Vice Chancellor for Enrollment, University of Nebraska at Omaha
An opportunity to discuss some of the many competing pressures, issues, and questions that we face as chief enrollment leaders, and allow participants a chance to share experiences, insight, and advice on how to manage those things that truly keep us up at night.

Discussion will include:
- Fewer students, changing demographics, the need to control discounting - is there a growing tension between the business office and the enrollment division? (15 min.)
- How do we stay on top of compliance (state, federal, athletics) to insure we avoid the financial and other risks of non-compliance? (15 min.)
- How do we support our staff to insure they find long term value in the work they do so we can keep and shape the next generation of enrollment leaders? (15 min.)
- How do we create a campus wide awareness of enrollment management? (15 min.)

Wrap up, key learnings
Funding Tensions:

- The business of higher education involves recruiting a full class, increasing yield, increasing diversity, keeping the admit rate low, all while increasing net tuition revenue. CFOS and enrollment managers fundamentally have similar goals. But in an age of fewer students, changing demographics, and a need to control discounting, is there a growing tension between the business office and the enrollment division?
Compliance:

- With the increase in federal and state regulations, how do we keep up with Compliance (Title IV, Athletics, State funding, and others) knowing that the risk to ignore or overlook compliance can result in millions of dollars and even a high cost in loss of reputation?
Staff Development and Retention:

• Do we have a responsibility to make sure that staff have enriching experiences across all enrollment disciplines to keep them excited about this profession and curb the need to find career fulfillment in another field - and in the process help shape the next generation of chief enrollment officers?

• In enrollment organizations bursting with talented staff how can we, as chief enrollment officers, insure that these incredible individuals (at wide-ranging stages of their careers) are challenged appropriately, have professional and career growth opportunities, and are titled and compensated correctly so they find long-term value in the investments they and the university make in each other?
Campus-wide Awareness of Enrollment Management:

- Why is it critical that Senior Administrators and the Board of Trustees fully understand the depth and breadth of Enrollment Management?
- What is the best way to educate, communicate, and engage the Administration, Senior Leaders, and the Board of Trustees about Enrollment Management?
- How can we make sure that EM initiatives are understood and embraced by campus-wide offices?
- What are strategies for creating a campus-wide “culture” that acknowledges our shared responsibility to impact recruitment, matriculation, retention, and graduation?
Wrap up and Key learnings:

A good laugh and a long sleep are the two best cures for anything.

Irish Proverb

Thank you to so many of you who submitted questions!
Something Has to Give: Managing What’s Keeping Us Up at Night

Greg Zaiser, Vice President for Enrollment, Elon University
Douglas L. Christiansen, Ph.D., Vice Provost for University Enrollment Affairs, Dean of Admissions and Financial Aid, Vanderbilt University
Omar Correa, Associate Vice Chancellor for Enrollment University of Nebraska at Omaha
Manage the Numbers, the Data, the Systems:

- How to build better 3-5 year enrollment projections? What needs to be considered?
- Who needs to be at the table when setting goals?
- How can we be sure we hit the target goals, especially yield?
- We have so much data, but is it the right data, and are we using it effectively?
- How can I stay on top of the many vendor platforms and technologies that purport to be the answer when I don’t have staff to help determine who’s is the best, what we could achieve with it, or whether we need it at all?