



WAYNE STATE
UNIVERSITY

Undergraduate Enrollment Strategies
2022-2025



Strategic Enrollment Management

Create and advance knowledge, prepare a diverse student body to thrive, and positively impact local and global communities.

We will support the university's mission by engaging the campus community in developing and implementing a student life cycle enrollment plan that is strategic, inclusive, and forward-thinking and by creating a structure, processes, and culture of shared responsibility that engages the academic enterprise and integrates the voice of faculty in enrollment efforts.



Campus-Wide Strategy

- Foster a university-wide culture that is committed to enrollment growth and to supporting a student life cycle framework.
- Increase and diversify enrollments, particularly adult, transfer, and international students.
- Improve student retention, persistence, and graduation.
- Align curricular and program needs with student and market demand.
- Develop new programs that leverage university's curricular strength and meet industry and State talent needs.
- Ensure the voice of the of the faculty is included in both enrollment management planning and implementation.



Refocus Enrollment Management Team

- Expand and integrate high impact practices into student life cycle
- Invest in strategic and multi-media university and program marketing
- Pursue a market segmentation strategy: align recruitment plans with academic programs, and financial aid strategies with net tuition growth.
- Increase staffing levels to meet student recruitment and support needs.
- Develop data and analytics infrastructure to inform and support evidence-based decision making.



Reaffirming our Commitment to Access

- Strengthening our commitment to access and equity
- New pathways to support high need students
 - Transitioning away from conditional admissions
 - Deepening our collaboration with community college partners to offer innovative programming to support students with the highest academic need
 - Developing new program model to increase support for first-generation, URM students and students with high financial need
 - New program will support students over the entire student life cycle (recruitment to graduation and beyond)
 - Key components will include proactive academic advising, academic support, cultural enrichment, peer mentors and high faculty involvement



Commitment to Access: Partnerships

- Expanding partnership with DPSCD
 - Inventory of current initiatives
 - Outreach and engagement with Counselors
 - Pipeline programs
 - Ongoing leadership engagement
- Deepening Community Outreach in Detroit
- Building on Partnerships with Community Colleges and Strengths in Surrounding Counties



Strategic Enrollment Goals: Transfer

- Develop recruitment markets to support enrollment growth.
- Develop emerging pathways to improve transfer credit through a student-friendly model.
- Focus on equity initiatives to enhance transfer student success, including graduation rates.
- Improve the transfer process to provide a seamless experience.
- Mitigate pandemic disruptions.



Strategic Enrollment Goals: International

Expand international network.

Invest in undergraduate international student recruitment.

Expand summer and short-term programs.

Enhance international student experience and engagement.



Questions?

