

LOUISIANA COMMUNITY & TECHNICAL COLLEGE SYSTEM
Policy # 1.033

Title: Enrollment Management

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“Enrollment Management” refers to the systematic planning, monitoring and continuous improvement practices as applied to all student enrollment operations; and strategies and programs that provide opportunities and services to enhance recruitment, retention and graduation rates for all students planning to attend a post-secondary institution.

Four stages in the evolution of enrollment management at any given institution include:

- A **nominal level** is when enrollment management is simply a new label for a mostly traditional, business-as-usual approach to college recruitment and admissions.
- A **structural level** characterizes institutions that have reorganized themselves to achieve a greater integration, efficiency, and effectiveness among the various offices directly responsible for enrollment outcomes.
- A **tactical level** is achieved when the focus shifts from internal coordination and integration to a more forward-thinking, outward-looking effort, linking enrollment management more directly to revenue goals and academic program planning.
- A **strategic level** is achieved when an institution embraces enrollment management as a comprehensive planning process and fuses it with the development and positioning of the institution and its academic programs.

All LCTCS institutions are encouraged to meet the **structural** or higher level of enrollment management and should monitor their enrollment activities through their regular evaluation and planning process.