

Strategic Enrollment Management at East Carolina University

Faculty Senate Presentation
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Enrollment Management Services:

Organization:

Reports to Chancellor
Senior Executive Director serves on Chancellor's Executive Council

Units in Enrollment Management:

Undergraduate Admissions*
First Year Center
Office of the Registrar
Academic Advising and Support Center
Center for Academic Services
Academic Enrichment Services
Student Financial Services and Customer Service Call Center**
Student Financial Aid

Mission: To provide timely and accurate enrollment services to ECU students and families in a respectful manner. Programs and services are designed to attract quality students and support them in the successful completion of their academic goals.

* Note 1: While graduate admissions reports to the Vice Chancellor for Research and Graduate Studies, ECU's enrollment management offices support graduate students through the Office of the Registrar, Student Financial Services and Customer Service Call Center, and Student Financial Aid.

** Note 2: The Interim Senior Director of Student Financial Services has a dual reporting responsibility to the Senior Executive Director of Enrollment Management and to the Vice Chancellor for Finance and Administration.

Enrollment Services Issues:

Student Financial Aid

- Office reorganization
- Leadership change
- Additional support for staff training

Customer Service in Financial Aid and Cashiering

- Interim Senior Director of Student Financial Services
- Combined Call Center - November 2007

Undergraduate Admissions

- Search Committee for Director of Admissions convened
- Appointment anticipated in late spring 2008

Implementation of Student Banner

- Understanding of Change
- Totally integrated system
- Commitment to learning "Basic Banner"
- User driven processes
- Improved security
- Continuing need for staff training throughout EM services

ECU Task Force on Strategic Enrollment Management:

Task Force to be appointed by Chancellor and given charge in January with report due in June 2008

Overarching question: Given the continuing growth in NC high school graduates and ECU's commitment to serve the people of the state through education, research and service, how do we strategically manage growth projected to be in excess of 33,000 students by 2017?

Authorized Signature

