

# The University of Louisiana at Lafayette

## Strategic Planning Committee

### SWOT Analysis: Student Recruitment and Enrollment Processes

#### Strengths

- Strategic Plan for the Division of Enrollment Management developed and executed
- Targets and benchmarks established
- Technology available and utilized to move prospects to applicants and move applicants to enrollees
- Targeted and leveled communication to prospects in place
- Admission caliber/profile of enrollees has increased
- Recruitment assets have now expanded beyond the state to encompass a regional base of recruitment

#### Weaknesses

- Capacity plan not fully aligned with enrollment growth
  - Sometimes not enough classes especially for late enrollees
  - Student housing at 95% capacity now; inhibits future potential for enrollment growth
- Advising resources
  - Current advising model utilizes too few professional advising
  - Not enough opportunities for FTF to be advised on a one-on-one basis
- Non-traditional student recruitment (online, international)
- Limited range of academic opportunities for the higher achieving student
  - Expand Honors
  - Expand Study Abroad
  - Expand opportunities for Fulbright, Truman, Rhodes Scholarships
  - Expand opportunities for faculty mentored-undergraduate research
- Forcing FTF to declare a major upon being admitted to the university
- Graduate student recruitment and enrollment issues
  - Limited resources to recruit grad students – domestic and international
  - Limited graduate student scholarships
  - No enrollment management plan
  - No publicized enrollment targets – domestic or international

## Opportunities

- Online and non-traditional student recruitment
- Earlier student enrollment commitments
- Increased focus on recruiting and enrolling high achieving students (National Merit, etc.)
- Increase yield rates of FTF prospects
- Increase Information to international prospects
- Collaborate with international universities to establish formal exchange programs
- Enhance advising resources/capabilities especially for FTF
- Yield more graduate student prospects
- Retain more students especially from 2<sup>nd</sup> year to 3<sup>rd</sup> year and beyond through graduation

## Threats

- Retaining too many undergraduates here in our grad programs
- Maintaining academic rigor, quality and integrity are crucial to successfully recruiting and enrolling our targeted student prospects
- Poor morale among faculty and staff could result in high turnover
- LA is the only state in the region with declining pool of traditional students; enhanced competition for this pool
- Historically poor performance of graduates of LA high schools on the ACT (2014 state average composite is 19.2; 2014 national composite average: 21); more difficult to recruit students who meet our admission requirements

9/3/14