New Student
Undergraduate Enrollment

Process Review and Fall 21 Outcomes

Joe Sherlin
Vice President for Student Life and Enrollment
The Four I’s

- **Information**
  - Internal and External

- **Innovation**
  - Leadership and Talent

- **Investment**
  - Royals not the Yankees

- **Integration**
  - Collaboration and Scale
The Four I’s - Information

• Assessment (March 19)
  • Structure
  • Staffing
  • Planning
  • Operations
  • Metrics
  • Marketing
The Four I’s - Innovation

• Marketing and Communication
  • Primary, Secondary, Tertiary
  • Understanding Audiences and Markets
  • Aligning Message and Strategy

• Personalization and Relationships
  • Customized Tour Experiences
  • Personal Follow-Up
  • Segmentation and Voices

• Out of State Recruitment
  • Tuition Reset

• International Recruitment
  • Building Infrastructure

• Transfer Recruitment
  • Expanded Search

• Dual Enrollment Recruitment
  • Events and Outreach
The Four I’s - Investment

• Expertise
  • Strategy
  • Operations
  • International Markets

• Staffing
  • Leadership
  • Career Progression
  • Professional Development
  • Voluntary to Compensated Student Model

• Marketing
  • Travel
  • Events
  • Print/Digital
  • Web
The Four I’s - Integration

- Marketing and Communications Partnership
- International Enrollment Management Team
- Transfer Recruitment Team
- Financial Aid and Scholarships
- School Counselor Advisory Team
- Campus Partnerships
- Key Regional Partnerships
  - Ayers Foundation
  - Niswonger Foundation
  - Blue Sky
  - Public Education Foundation (Hamilton County)
Fall 21 – Outcomes

• ETSU New Student (HC)
  • Freshman +13.9%
  • Transfer +6%
  • International +82%
  • DE +2.4%
  • Out of State +54% (FR) +100% (TR)

• Institutional Peer Freshman (HC)
  • UTK +7.9%
  • Memphis +2.1%
  • Austin Peay -2.3%
  • Tennessee Tech -3.4%
  • Tennessee State -3.9%
  • UTM -6.0%
  • UTC -6.6%
  • MTSU -11.9%
Looking Ahead – Fall 22

- Applications/Admits
- Community College Enrollment
- International Recruitment
- Out of State Markets