2021 ABHE Annual Conference

Managing KPIs for Enrollment Growth
- 29 years of Christian Higher Education and non-profit experience.

- Professional background in enrollment. (Admissions, Advising, Financial Aid, Student Services)

- Married 27 years with 3 children.
- Over 28 years experience working in Christian Higher Education and the Non-Profit Sector
- Professional background in all things enrollment, advancement, and non-profit organizational development
- Married for 26 years with 3 kids
Agenda

Higher Education Market Trends

Academic vs. Student-Centric

Data Collection
- S.W.O.T.
- S.E.M.P.

Key Performance Indicators
- Common KPIs
- Shotgun vs. Rifel

Final Thoughts

Question and Answers
Four Paradoxes Facing Higher Ed Leaders

The Future of Higher Education, Academic Impressions
Historical Higher Ed Paradigm
Academic-Driven Culture
There is tension between Academics and EMT?
Institutional Complacency
Progressive Paradigm Shift
Student-Centric Culture
Forecasting Your Future Possibilities

Do You Know your data
S.W.O.T. Analysis
A strategic enrollment management plan (SEMP) is a comprehensive process designed to achieve and maintain the optimum recruitment, retention, and attainment of students where optimum is defined within the academic context of the institution.

(SEMP is not an EMT function, but an Institution-wide commitment to strategic enrollment.)

(Dolence, 1993, 1997)
Strategic Enrollment Management Plan (SEMP)
The Focus of Strategic Enrollment Management Plan (SEMP)
Key Performance Indicators Defined
What Are Key Performance Indicators?
Why Most KPIs Fail
KPIs Static or Dynamic
KPIs and Institutional Feelings
S.M.A.R.T. GOALS Are?

Specific
Measurable
Achievable
Realistic
Timely
S.M.A.R.T. GOALS
Practical KPI Examples
Shotgun vs. Rifle Approach to Recruitment

OLD PARADIGM

NEW PARADIGM
Shotgun Approach to Recruitment

OLD PARADIGM
Rifle Approach to Recruitment

NEW PARADIGM
Final Thoughts
Q and A
We Would Love to Hear From You!

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