Establishing an Enrollment Management Division at UNK

Over the course of the next fiscal year (July 1, 2014 to June 30, 2015) Ed Scantling will direct the offices of Admissions, Financial Aid, Academic and Career Services, and The First Year Program while also guiding the ongoing work of the UNK Enrollment Management Council and the EMC Steering Committee.

Major Goals:

1. To work closely with the UNK Cabinet to design and implement a structure for a division of Enrollment Management that brings increased coordination and cooperation among all units across the UNK campus so as to best serve students and help ensure student success among all populations at the University.
2. To strategically envision, develop and execute strategies to identify, recruit and enroll an outstanding and “best fit” undergraduate student population while advancing the retention and graduation success of all students.
3. To Inform and articulate to the UNK Faculty Senate and the UNK Staff Senate the rationale for and importance of this new division to the future of UNK.
4. Work closely with the Vice Chancellor for Business and Finance and all units controlling tuition remissions to develop a comprehensive tuition remission strategy for UNK that is sustainable and that will compliment and support recruitment and graduation goals for the institution.
5. Work with the SVCASA to strategically add units/offices and their personnel to the emerging division of Enrollment Management to ensure the future success of the division and UNK’s recruitment, retention, and graduation goals.

Primary New Initiative: EAB Student Success Collaborative

- UNK has joined the Student Success Collaborative (SSC) developed by the Education Advisory Board (EAB). The EAB is a best-practices research and consulting firm that developed the SSC as a way to improve institutional understanding and practices regarding student success.
- Primary Aim of this program is to improve UNK undergraduate student persistence/retention rates and four year graduation rates.
- At UNK the advisors in the Health Sciences Program and Academic and Career Services have been selected to pilot the SSC advising platform that is used along with the current UNK Degree Audit program to foster a proactive intervention based approach to advising. This 3 year consultancy aims to build a Data Intensive Advising Platform that will eventually be deployed across the UNK campus for all advisors.

The Student Success Collaborative leverages “big data” to analyze the past decade of student performance at UNK. The Collaborative uses the data to identify key courses, grades, and GPAs predictive of success in each degree program on campus, as well as providing information that will enable advisors to have earlier, more proactive, and more data-driven conversations with students.