

# ENROLLMENT MANAGEMENT

- ▶ Elimination of the Dean position.
- ▶ 2 Two Assistant VP role –
  - ▶ Traditional Enrollment Operations, Non-Traditional Enrollment Operations, Center for Global Engagement, Center for Enrollment Engagement
  - ▶ Enrollment Support Services, Financial Aid Services, Enrollment Planning Services, Enrollment Marketing Services will be added and will report to the VP of Strategic Enrollment Management as part of the succession plan for the Office of SEM
- ▶ Re-org will flatten the org chart, making EM more responsive and flexible
- ▶ Adding Center for Enrollment Engagement (Call-Center Ops)
- ▶ Adding Center for Global Engagement (International Recruitment, Admissions, and Int'l Students Services)
- ▶ Adding Enrollment Planning (New Enrollment Planning, Research, Predictive Modeling & Enrollment & Marketing Analytics)
- ▶ Kicked off the RFP process for a new advertising agency on Wednesday

# ADVANCEMENT

- ▶ Beefing up Major Gifts team
- ▶ Beginning RFP process for a CRM
- ▶ Automating major processes
- ▶ Implementing robust data analytics
- ▶ Start taking greater advantage of expanded fundraising tools such as impact investing, online campaigns, and cause marketing

# PROCUREMENT

- ▶ Leverage technology options to automate and streamline processes
- ▶ Centralize purchasing oversight and RU wide ordering processes for purchases over \$5,000
- ▶ Post new positions by 12/1/22, with a proposed start date of 1/15/23
- ▶ Expect greater efficiency, quality of service, and significant savings by centralization and use of specific vendors/partners

# ATHLETICS DESIGN

- ▶ New Athletic Director – role in philanthropy / sponsorships
- ▶ RU Funding vs Philanthropy
- ▶ Graduate Assistants
- ▶ New sports for new revenue – 2023 to 2025