Enrollment Management Self Assessment Summary

Created by Noel-Levitz, the Enrollment Management Self Assessment tool is a way for an institution to assess their status on enrollment management measures related to marketing and recruitment as well as student retention. Because the tool is created by a higher education consulting group with the intent of it being used by colleges and universities across the country, it is important to recognize that questions are framed broadly for their generalizability. Also, what the tool most accurately assesses are individuals' *perceptions* for each item. For example, the first item on the tool discusses whether or not the college is concerned about marketing and recruitment related issues. Those answering "strongly agree" indicate a perception that the college places a high degree of concern related to this area. This then provides context to discussions at the institutional level around what the outcomes mean to institutional efforts.

When looking at the overall outcomes from the survey, two general findings stand out. First, in the Marketing and Recruitment section, there are a number of items where similar number of respondents agree and disagree. One particular item (#4) indicates that the same number of respondents agree and disagree on the clarity of the college's responsibility and accountability for marketing and recruitment. As with all items in this section, such a dichotomy in responses indicates that individuals from different departments/divisions may have different levels of knowledge. Consequently, it is important to reflect and discuss both the reality of institutional efforts as well as the *perceived* reality.

Second, while many respondents indicated they "Strongly Agree" or "Agree" with items in the Retention section, it would be interesting to understand the basis for these perceptions. For instance, nearly 80 percent of respondents agreed that Skyline College regularly tracks enrollment behaviors of students by various characteristics (item #26). Are respondents referring to the comprehensive program review data that is provided annually and tracks enrollment trends by student characteristics? Or are there more specific, individual analyses taking place across the institution that delve into this subject matter?

Finally, multiple items speak to the culture of the institution and responses support the fact that Skyline College operates with a student-first mentality. This outcome is one that has been found through multiple measures (e.g. Employee Voice Survey, CCSSE) and serves as a strong foundation for developing effective enrollment management strategies.