



Central Washington University  
Board of Trustees  
July 28-29, 2016

**INFORMATION – Enrollment Management Update**

Enrollment Management is a new division within the CWU organizational structure. The vice president of enrollment management leads the campus in the creation, execution, and on-going assessment of a strategic enrollment management (SEM) plan. The plan identifies key performance indicators for recruitment and retention, whose accomplishment is necessary to meet the stated goals and objectives of the SEM plan. Enrollment Management also includes the Admissions, Student Financial Services, and EM Communication offices.

The presentation provides the board with projections for new student enrollment for Fall 16; a status update on the progress of the Enrollment & Revenue Management System optimization project; and a partial list of EM priorities for the coming year.

Submitted,

Sharon O'Hare  
Vice President of Enrollment Management

Approved for submittal:

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James. L. Gaudino  
President