

Enrollment Management Committee Charter

Purpose and Reporting

The Enrollment Management Committee (EMC) is an advisory body established to coordinate and guide ongoing progress in achieving the enrollment goals outlined through UW Bothell's strategic planning processes.

The EMC will advise the Chancellor and Vice Chancellor for Academic Affairs and make recommendations to inform the work of appropriate decision-making bodies. The EMC will collaborate with the Academic Council and GFO Executive Council on a regular basis.

Background

In May 2008, an Institutional Enrollment Growth Task Force (IEGTF) was formed to address a broad range of recruitment, enrollment and retention issues to support the enrollment growth called for in the 21st Century Campus Initiative: UW Bothell Priorities Plan 2008-2020. The task force identified a set of actions to address enrollment barriers and recommended the creation of a standing committee to ensure that the campus moves forward with the proposals.

The new EMC is designed to support these efforts, as well as provide a forum for on-going assessment and refinement of UW Bothell's enrollment management strategies.

Membership

The EMC will consist of the following members:

Members*

Assistant Vice Chancellor for Enrollment Management, Chair
Director of Admissions
Graduate Advising representative
Undergraduate Advising representative
GFO Executive Council representative
Academic Services representative
Office of Institutional Research representative
Academic Affairs representative
2 ASUWB representatives
Director of Business, as needed
Director of CSS, as needed
Director of CUSP, as needed
Director of Education, as needed
Director of IAS, as needed
Director of Nursing, as needed
Director of Science & Technology, as needed

Staffing

Administrative support staff

***Membership notes:**

- *The EMC will seek input as needed from members of the campus community, including regular consultation with representatives from:*
 - Administration and Planning
 - Information Technologies
 - Government Relations
 - Student Affairs

- *To facilitate collaboration, the EMC will provide the Academic Council with advance notice of meetings and agendas, as well as meeting minutes.*
- *Modifications to the membership structure will be addressed as needed by the EMC and the Vice Chancellor for Academic Affairs, in consultation with the Academic Council.*
- *Members will serve staggered two-year terms, with the exception of the GFO EC and ASUWB representatives, who will serve for one year. Members may serve for consecutive terms.*

Initial Charge

1. Make recommendations to the Chancellor and Vice Chancellor for Academic Affairs regarding annual enrollment targets for:
 - a. Freshmen
 - b. Transfer students
 - c. Graduate students
2. Move forward with IEGTF proposals by monitoring and advising on:
 - a. Institutional barriers to admission, enrollment and retention
 - b. Direct Transfer Agreement issues
 - c. Proportion of undergraduate to graduate student enrollments
 - d. Proportion of resident to non-resident populations
 - e. Retention strategies
 - f. Availability and reliability of existing data
 - g. Changing state demographics
 - h. Student survey data regarding potential degree programs, courses of study, degree names
 - i. Student success data
 - j. FTE funding model
3. Refer recommendations to decision-making bodies as appropriate.
4. Support the growth and excellence envisioned in the 21st Century Campus Initiative, as related to enrollment management issues.
5. Coordinate with UWS and UWT in enrollment management discussions.
6. Provide opportunities for periodic campus-wide enrollment updates and discussions. Consider use of a Blackboard site as resource for faculty and staff, an annual enrollment forum, or other communication methods.
7. Modifications to the initial charge will be addressed as needed by the EMC and Vice Chancellor for Academic Affairs, in consultation with the Academic Council.

Review

The EMC will be established for a period of five years, with a review to be conducted during the fourth year. The Vice Chancellor for Academic Affairs will initiate a review of the committee's activities and effectiveness to determine whether the EMC should be reauthorized and, if indicated, to recommend modifications to the charter.