27 March 2018

Request to Serve: OSU Strategic Enrollment Management Steering Committee

Kate Peterson  Associate Provost, Enrollment Management, Chair
Noah Buckley  Director, OSU Admissions
Sherm Bloomer  Director, Budget and Fiscal Planning
Jennifer Brown  Vice Provost and Dean, Graduate School
Steve Clark  Vice President, University Relations and Marketing
Michael Hansen  Director, Business Intelligence Center
Becky Johnson  Vice President, OSU-Cascades
Susana Rivera-Mills  Vice Provost, Academic Programs and Learning Innovation
Lisa Templeton  Associate Provost for Extended Campus
Shain Panzeri  Director of International Admissions and Academic Support, INTO-OSU

I write to request that you serve on a committee to develop annually an updated university-level undergraduate and graduate enrollment plan; oversee its implementation; and monitor progress on achieving the plan’s goals. The committee will:

- Monitor progress on university-level and respective college enrollment goals and recommend refinements to the immediate and future goals, based on admissions, matriculation, retention and graduation outcomes, as well as an assessment of state, regional and national trends;
- Recommend adjustments to enrollment assumptions in the university’s 10-year business forecast, and assess the financial implications of those adjustments;
- Serve as a coordinating body to ensure that differences in aspirational enrollment goals and outcomes achieved overtime are reflected in the university’s academic and financial planning;
- Recommend investments and changes in enrollment management and admissions policies or practices that are necessary to realize enrollment goals.

The committee will begin its work immediately and meet approximately twice per quarter, drawing heavily on the ongoing work of the Office of Enrollment Management. The committee will provide an updated enrollment report and plan to the Provost each fall that summarizes progress on enrollment goals, recommends adjustments to goals, and recommends any other changes or investments necessary to realize the university’s enrollment plans.

Please let Gigi Bruce know by 6 April if there is some reason you are unable to accept this assignment. Thanks very much for your service and leadership.

Edward Feser
Provost and Executive Vice President