



UNIVERSITY
AT ALBANY

State University of New York

*To download a complete copy of the
Strategic Enrollment Management (SEM) Plan
2019-2023, please visit*

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**ACCELERATING
FOR SUCCESS**



STRATEGIC
ENROLLMENT
MANAGEMENT
(SEM) PLAN **2019
— THROUGH —
2023**

STRATEGIC ENROLLMENT MANAGEMENT

(SEM) is driven by engaged campus stakeholders to realize optimal enrollment through strategic recruiting and retention practices focused on student success. >

OVERARCHING GOAL:

Strategically grow UAlbany's student body to accelerate progress in fulfilling our mission and reaching our vision.

ENROLLMENT STRATEGIES:

1. Attract new graduate students
2. Increase retention of undergraduate students
3. Grow our undergraduate applicant pool and increase yield
4. Recruit international students, especially at the graduate level
5. Significantly increase our online presence



1. ATTRACT NEW GRADUATE STUDENTS THROUGH:

- innovative programs, and advanced data-driven recruitment and outreach strategies
- new and strengthened partnerships with other colleges and universities to accelerate enrollment growth
- focused recruitment of underrepresented minorities – including our own diverse undergraduate students

2. INCREASE RETENTION OF UNDERGRADUATE STUDENTS THROUGH:

- individualized academic pathways from admission to graduation, including direct admits and meta-majors
- expanded student-centered support and four-year advisement
- removing financial barriers that impede student persistence and success

3. GROW OUR UNDERGRADUATE APPLICANT POOL AND INCREASE YIELD THROUGH:

- data-informed recruitment and outreach strategies
- new and strengthened partnerships with K-12 schools, organizations and community colleges
- optimizing financial aid and leveraging merit-based scholarships

4. RECRUIT INTERNATIONAL STUDENTS, ESPECIALLY AT THE GRADUATE LEVEL, THROUGH:

- data-informed recruitment and outreach strategies
- expanding international student scholarship awards
- adding new and expanded international partnerships

5. SIGNIFICANTLY INCREASE OUR ONLINE PRESENCE THROUGH:

- expanding high-growth online academic courses and programs
- partnering with an online program manager (OPM) and SUNY Online
- consolidating and focusing internal resources to support our faculty in the online space

**Strategic
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