

Yield Strategy Task Force

Fall Report 2022

Membership

Chair: Quentin Alexander

Members: John Allemeier, Molly Brown, Eric Fife, Dara Hall, Doug Hochstetler, Scott Paulson, Jeff Tang, Steve Whitmeyer

Charge: The mission of the Yield Strategy Task Force is to identify current yield strategy practices from across all of the colleges and create recommendations for new strategies and coordination of yield practices moving forward. Initial activities of the task force included reviewing the recommendations of the New Student Enrollment Group.

Summary of Current Semester Activity:

- The activities of this task force remained on hold for Fall 2022.
- This committee is being disbanded to allow the new Associate Vice Provost for Enrollment time to learn about JMU's current yield practices. After this important time of observation and exploration, we will determine what steps to take next to identify new yield strategies and to enhance coordination of yield practices across all of the colleges.