

Yield Strategy Task Force

Midyear Report Fall 2021

Membership

Chair: Catherine Crummett

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

Internal Consultants: Joe Manning – Admissions, Chris Meyers – Marketing & Communication

Charge: Identify when and how the units communicate with potential students during the admissions through the summer enrollment process. Identify where and how the departments can assist with yield practices.

Summary of Current Semester Activity

- Historical data regarding yield from each phase (application, admission, matriculation, orientation)
- Met with Admissions, Marketing & Communications to identify where and how communication from the units can assist.

Future Work Planned

- The development of a process to extract real-time data by major presented in a dashboard format for units to track the yields for each phase
- Continue working with Marketing & Communications on common marketing materials representing the university