

Yield Strategy Task Force Spring 2022 Yearend Report

Membership

Chair(s): Catherine Crummett

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

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 will include reviewing the recommendations of the New Student Enrollment Group.

Summary of Current Semester Activity:

- Discussions with the Admissions Office regarding the collection of interest areas for Undeclared/Exploratory admitted students for a university level outreach campaign.
- Discussions with the New Student Enrollment Group about adding a new field to collect matriculated students areas of interest for department level outreach.
- Discussions about Undeclared/Exploratory students identifying a specific area/major interest enrolling in one course within the major for exploration purposes.

Future Work Planned:

- As discussions and approval proceeds, implement system changes to accommodate the goals listed above.