



IR in an Era of Enrollment Management

Eric S. Atchison

Director of System Analysis, Research, & Enrollment Management
Mississippi Institutions of Higher Learning

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Outline

- Path Analysis
- What is Enrollment Management?
- What's happening?
- IR's Role in Enrollment Management
- Next Steps

Path Analysis

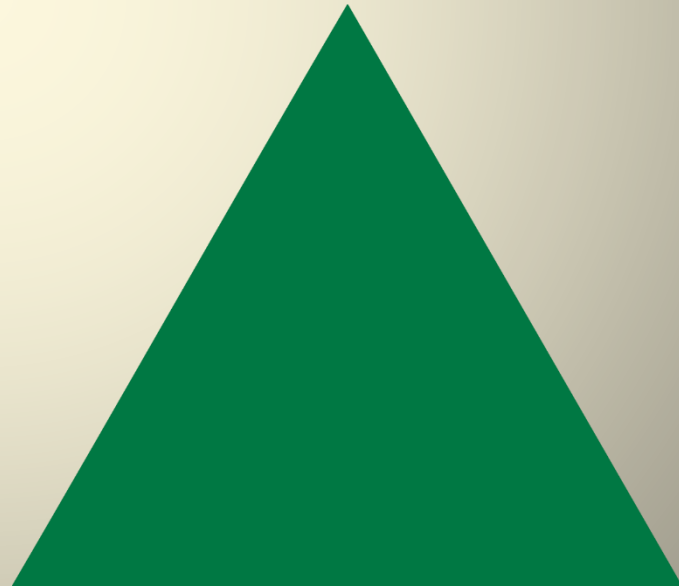
- IR Analyst:
 - 2008 - 2012 – DSU
 - 2012 - 2015 – IHL
- Director of System Analysis & Research:
 - 2015 - 2016 – IHL
- Director of System Analysis, Research & **Enrollment Management**:
 - 2016 - present – IHL

Path Analysis

- Enrollment Management:
 - Admissions
 - Registrars
 - Summer Developmental Program
 - Complete College America
 - Other duties as assigned

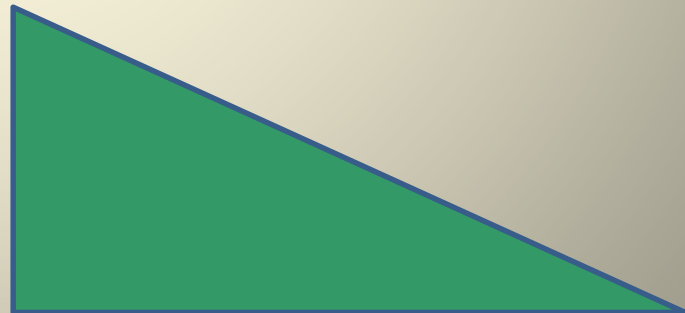
What is Enrollment Management?

- Goal: To enroll and retain a student population deemed desirable by the institution
 - Hossler & Bean, 1990
- Iron Triangle of Enrollment Management:
 - Access
 - Academic Profile
 - Revenue
 - Cheslock & Kroc, 2012



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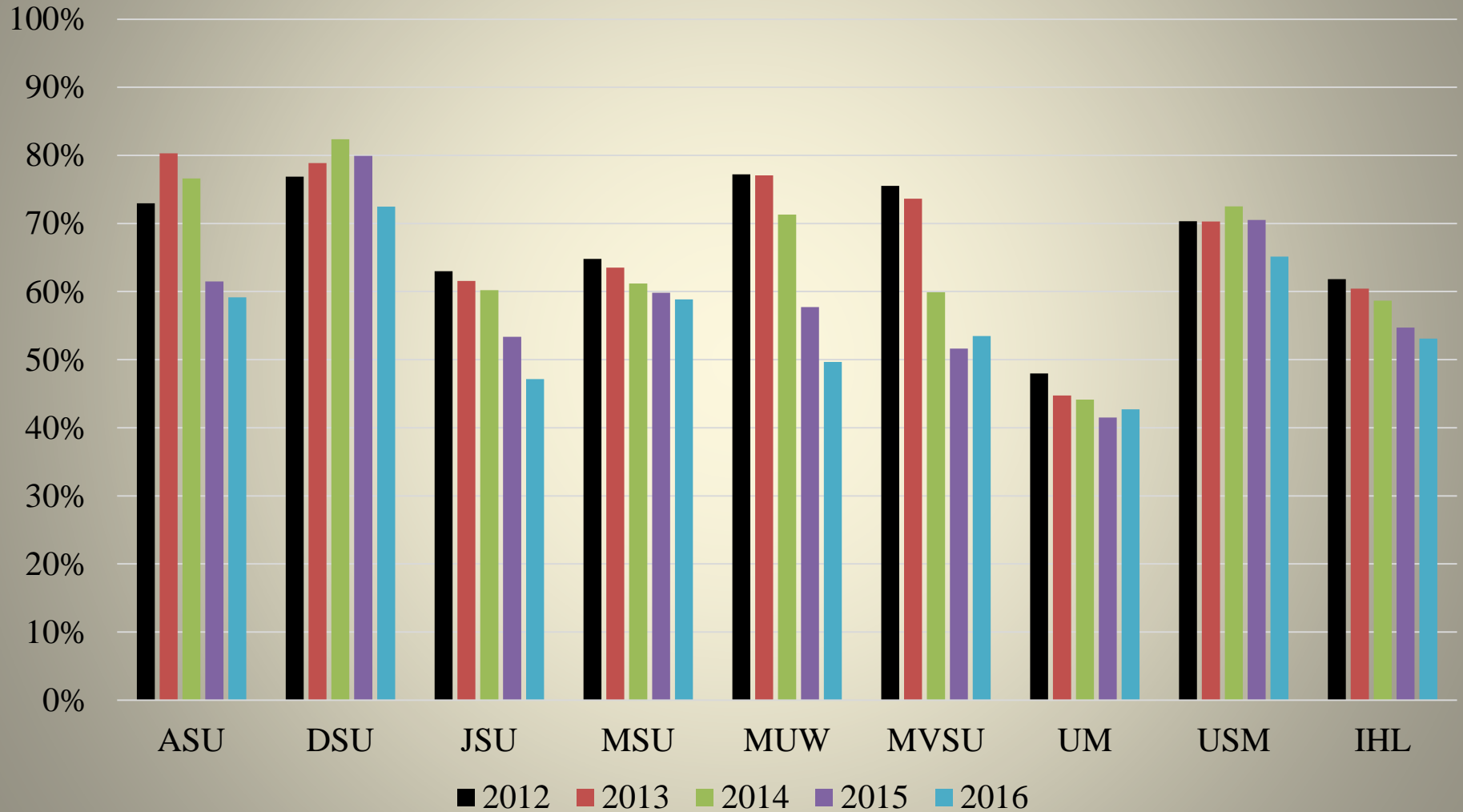


What's Happening?

- Class Construction
- Co-requisite Remediation
- Math Pathways
- Complete 2 Compete

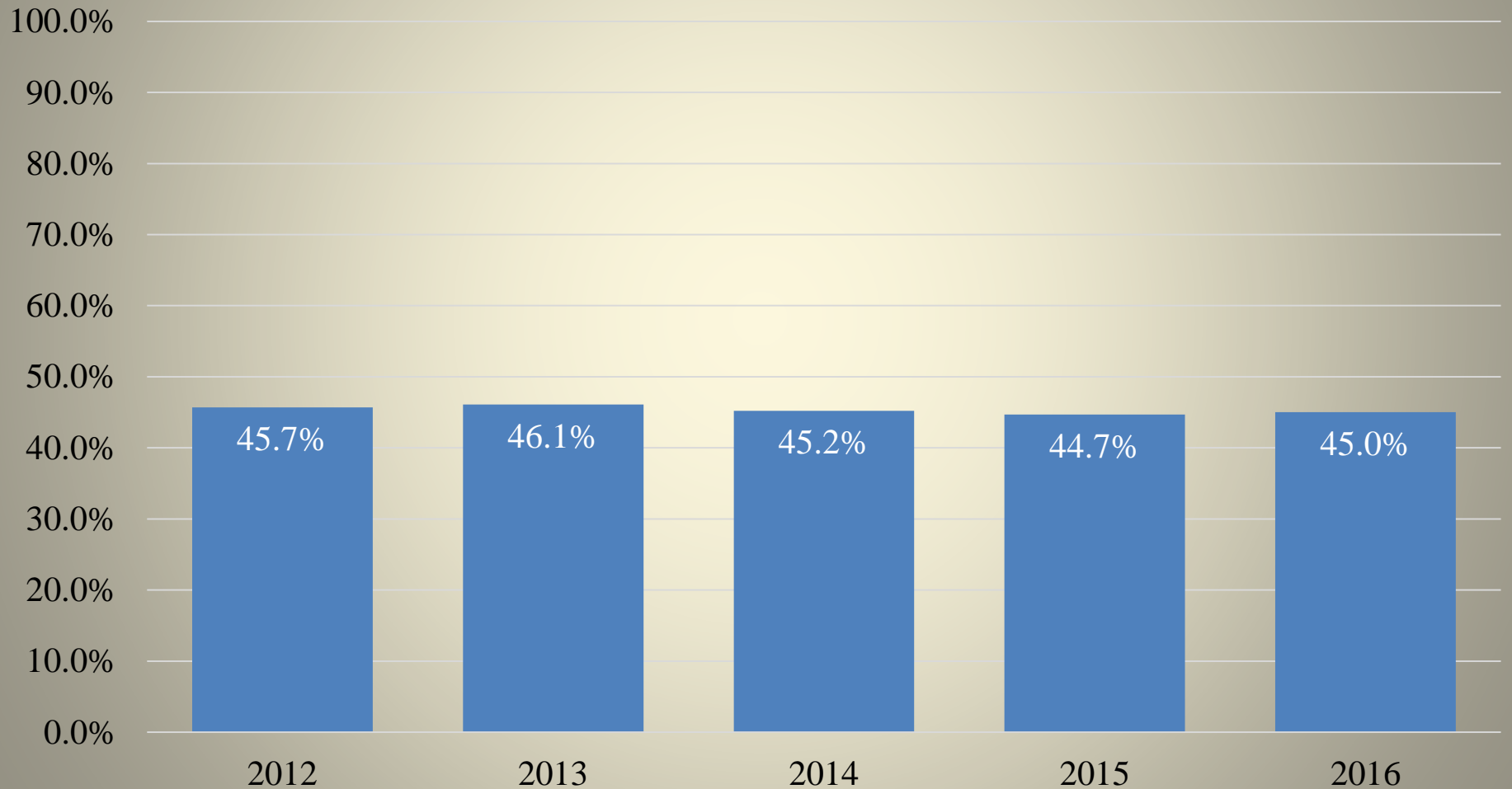
Class Construction

In-State, First-Time Undergraduates

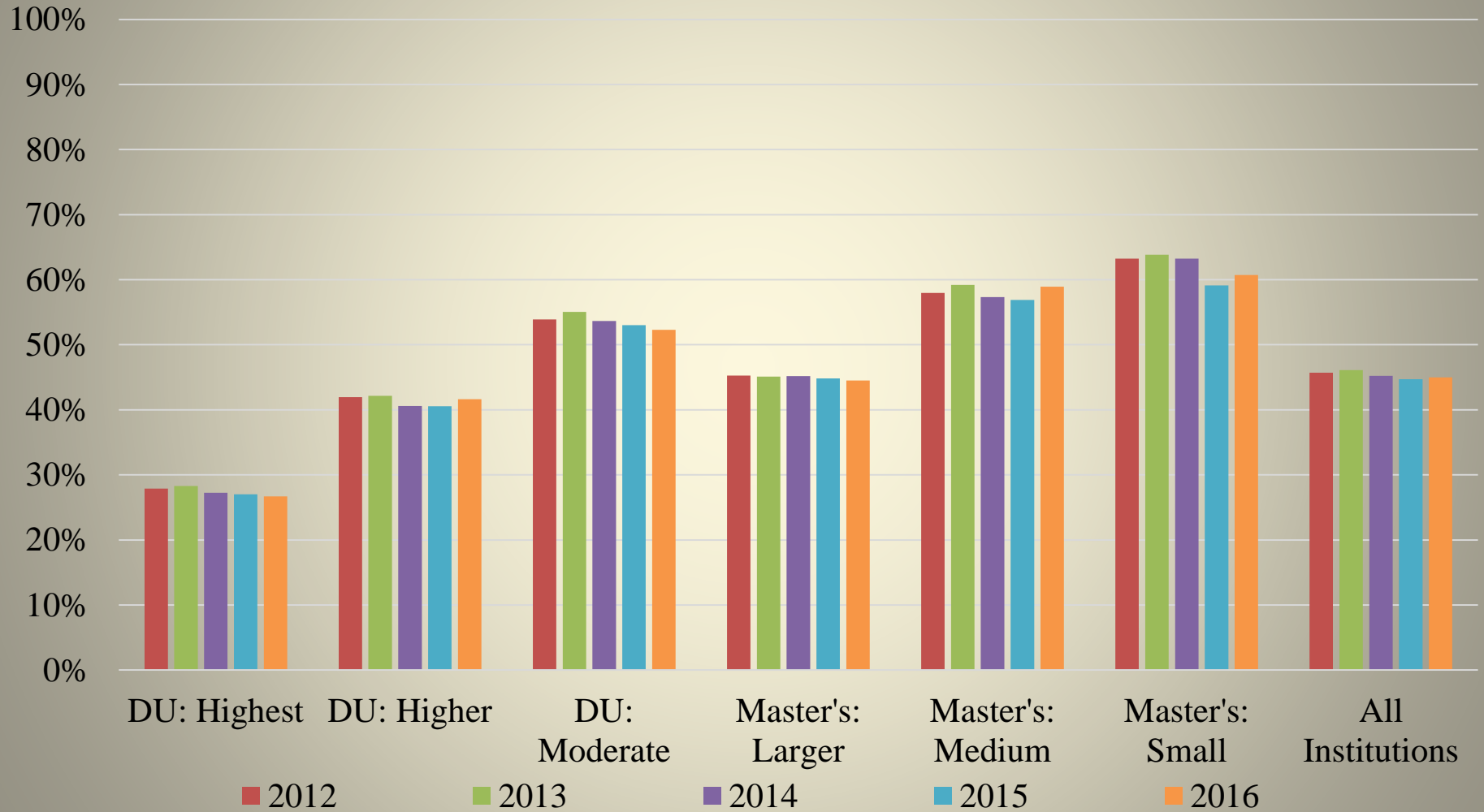


Average Percent of Full-Time, First-Time Undergraduates Awarded Pell Grants

All Institutions



Average Percent of Full-Time, First-Time Undergraduates Awarded Pell Grants



Co-Requisite Remediation

Co-Requisite Remediation

- What is it?
- How is IR involved?

Math Pathways

Math Pathways

- What is it?
- How is IR involved?

Complete 2 Compete

Complete 2 Compete

- What is it?
- How is IR involved?

Relationships are Key

- The evolving nature of IR
 - Decentralized
 - Expanded duties
 - Technology

Outcomes are Mission Driven

- Understanding the strategic plan
- Key initiatives
- External forces



Eric Atchison

601-432-6288

eatchison@mississippi.edu

IPEDS Criteria Summary

- Sector: Public, 4-year or above
- Has full-time first-time undergraduates
- State: SREB
- Carnegie Classification 2015: Basic:
 - Doctoral Universities: Highest Research Activity, Higher Research Activity, Moderate Research Activity
 - Master's Colleges & Universities: Larger Programs, Medium Programs, Small Programs
 - 178 institutions