

Breakout Session

Enrollment Management in
Context

Please spend the next 45-50 minutes addressing the following questions in your breakout groups

**Min
0-15**

Reflecting on your current role: Recall the various stages of the student lifecycle (recruitment, yield, retention, degree progression and persistence, student experience, etc.) – How does your work currently impact student outcomes throughout the lifecycle?

Discuss your table's assigned persona:

15-30

- Persona A: New / Current Freshman (First-Time Full-Time)
- Persona B: New / Current Undergraduate Transfer
- Persona C: New / Current International Student (Undergraduate or Graduate)
- Persona D: Graduate Student (Masters or Doctoral)
 - i. How have you seen this students' needs and preferences evolve at various stages *throughout the student lifecycle*? How will their needs be different in 10 years?
 - ii. What changes / opportunities do you see to better meet the needs of this student today and in the future?

30-45

Collaborating to enhance outcomes: What partnerships – with other units, individuals, tools, plans / initiatives – would you like to see strengthened or formed that would help UMBC better meet the current and future needs of students?

As UMBC embarks on this Strategic Enrollment Planning process –

- A. What new potential collaboration and partnership opportunities did you identify in your group that could enhance student enrollment outcomes, and what specific outcome(s) would this opportunity enhance?

- A. What issues or information gaps stood out to you in your conversations that need to be addressed or require more reflection?

Notetakers: Please submit your notes before leaving this session!

How can you be engaged throughout the planning process?



Huron will administer a **brief survey** to the UMBC community in September.



Huron will conduct **interviews and focus groups** with various constituents across campus, including faculty, students, and staff.



Progress updates will be available on the **SEP webpage** which will soon be accessible via the UMBC Strategic Plan website.



The Steering Committee will share a draft plan for **community feedback** via Town Hall sessions and key committee meetings.