

## **Marketing our Marketing Program**

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### **Special Session**

Twenty-one million students were taking classes at institutions of higher education in 2010. According to the National Center for Education Statistics (2016), that number has fallen by close to one million students.

Nationally undergraduate enrollment is down. At Metropolitan State University of Denver enrollment has decreased each semester since Fall of 2011. Fall of 2016 was the first increase in enrollment in five years. In 2010, 25,000 students attended the university. Currently we have 18,400. The institution receives almost all of its budget from tuition and associated fees. The decrease in enrollment caused a major strain on normal operations of the university.

During this time of lower enrollment, the university invested in programs and employees that directly impacted retention. Retention has been and continues to be priority for all divisions at the university.

Recruitment at the program level is the newest effort to increase enrollment. Although the University of Oregon has not seen such a drastic decrease in enrollment, they still employ many retention and recruitment activities to support their students and programs.

In this special session we will highlight specific retention and recruitment programs that have been used at MSU Denver College of Business.

#### Retention Programs

- Professional Advisors
- Advising Center
- First Year Success
- Freshman Year success course
- Tutoring Center, study group options
- Career Center
- Curriculum changes
- Supplemental Instruction
- Early Alert
- Academic Warning and Probation
- Student Clubs and Honor Societies
- E-Visor – mentoring program
- Orientation
- 2 and 4 year plans
- Building Business Leaders Program
- College of Business Residential Community

#### Recruitment Programs

- Community College Outreach
  - o Articulation Agreements
- DECA and FBLA sponsorships
  - o Faculty Involvement
- MBA research – High School of Business
- High School Liaison Program
- Participation with university recruitment efforts
- Media relations
- Recruitment and retention committees