

ABSTRACT

PLENARY 4

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Effective Strategies for Enrollment & Retention Success: Lessons Learned and Best Practices in the United States

A multitude of different challenges exist in higher education institutions around the world that affect the outcome and rate of student success. Both private and government-driven institutions provide varying degrees of resources to achieve their goals, yet many factors inevitably affect learning outcomes. The greatest challenges that many higher education institutions in the United States face are focusing enrollment efforts on their target prospective student population and ultimately retaining those students through graduation. An increasing focus on overall student success is proving to be the most critical factor in achieving institutional goals.

Jenzabar is a leader in the higher education administrative software marketplace and works with seven hundred campuses worldwide not only to manage their data through the delivery of software and consulting services, but also to provide them with solutions to overcome their particular challenges and meet their unique institutional missions. Jenzabar has a solid understanding of enrollment management and student retention concerns and has worked to establish best practices and provide appropriate solutions to reach their goals in these key areas. By reviewing some of the key challenges facing a couple of institutions and how they have addressed and overcome them, Jenzabar intends to provide leadership by example to global institutions who may be able to learn from these experiences and incorporate them into their policies and procedures to enable student and institutional success.