

UMASS LOWELL



PLANNING FOR THE FUTURE

Access

- Test Optional Policy
- Self-Reported Test Scores
- Virtual Recruitment & Yield Events

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PLANNING FOR THE FUTURE

Recruitment Strategies

- Regional & International Recruiters
- Private & Independent Schools
- Transfer Pathways
- Increasing visibility of the university

Program & Partnerships

- Increase programming & support for a more diverse student body
- Establish partnerships with national organizations
- Summer programming for rising juniors & seniors

Diversify Student Body

- Adult learners
- Veterans
- Hybrid learners
- On-line learners

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ENROLLMENT STRATEGIES - YIELD, RETENTION, GRADUATION

