UMASS LOWELL



PLANNING FOR THE FUTURE

Access

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



UMASS LOWELL

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



UMASS LOWELL

ENROLLMENT STRATEGIES - YIELD, RETENTION, GRADUATION

Prospects

- "All In" Spirit
- Broadening Scope of Yield Events
 - Micro-events
 - Hand-written notes
 - Personal outreach
 - Alumni outreach
- Summer Programs
- Leveraging merit-based aid

Current Students

- Virtual advising
- Virtual drop-in support
- Re-enrollment campaigns
- Comprehensive needs of students
 - Academic support
 - Financial health
 - Mental health

