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