Recruitment and Admissions Checklist (Post SCOTUS Ruling)
August 2023

By: Jill Orcutt, Global Lead, AACRAO Consulting
Jody Gordon, Managing Consultant, AACRAO Consulting

Institutional

☐ Confirm the existence of current college/university strategic plan, DEI plan, strategic enrollment management plan and academic plan to determine if your policies and procedures support your plans.

☐ Ask the following questions with regards to institutional vision and mission:
- Does the organizational structure support the execution of the strategic, DEI, academic and enrollment plans?
- Are the populations of the students served clearly defined?
- Has the size of the institution been determined for 5 and 10 years out?
- What enrollment mix does the institution strive to achieve?
- Has the institution defined student success?
- Are the DEI goals integrated into the strategic, enrollment and academic plans?
- Does the financial plan support the strategic, DEI, academic and enrollment plans?
- Is the legal counsel engaged in the establishment and review of the strategic, DEI, enrollment and academic plans?
- Does the institutional research office collect, store, and analyze data to support the execution of the strategic, DEI, enrollment and academic plans?
- Is the advancement team supporting the strategic, DEI, enrollment and academic plans?
- Are the alumni engaged in supporting the strategic, DEI, enrollment and academic plans?

Recruitment

- Align the recruitment plans to support the college's/university's vision and mission including strategic, DEI, academic, and enrollment plans

- Establish the 0-5 year and 0-10 enrollment goals

- Evaluate the effectiveness of the SIS, CRM and document management systems

- Develop the recruitment strategies and tactics to build the funnel for success

- Identify the number of suspects/prospects needed for the top of the funnel

- Identify the student characteristics needed to meet your enrollment targets

- Identify the strategies and modalities for recruitment e.g., in-person vs. online

- Develop and implement recruiting events and strong campus visit programs

- Understand the geographic recruiting zones (state, national, and international)

- Utilize the CollegeBoard's Landscape to identify school characteristics

- Develop the communication and marketing plan to support your recruitment plan

- Review organizational structure to ensure execution of the recruitment plan

- Leverage financial aid and scholarships (pool and match)

- Develop training documents and deliver professional development for staff

Admission

- [ ] Align admission and transfer articulation policies to support the college's/university's vision and mission including strategic, DEI, academic and enrollment plans

- [ ] Evaluate effectiveness of your SIS, CRM and document management systems

- [ ] Document your admission policies and procedures

- [ ] Develop your admission application and essay questions to support your college's/university's vision and mission including strategic, DEI, academic and enrollment plans

- [ ] If race/ethnicity is collected on the admission application, ensure the data point cannot be viewed by staff in the Admissions Office and the application readers

- [ ] Train your readers on how to deal with a mention of race in the personal statement/essay; provide clear examples that will show how to accurately score the applicant based on the desired character traits in accordance with the institution's vision and mission

- [ ] If a holistic admissions review process already exists, review it with a focus on student lived experience and characteristics

- [ ] If the college/university does not currently use holistic admission, consider designing and implementing a holistic admissions review process

- [ ] Develop your segmented communication plan

- [ ] Develop and execute applicant/admitted student events

- [ ] Develop campus visit programs

- [ ] Leverage and award financial aid and scholarships (pool and match)

- [ ] If applicable, promote housing and living/learning opportunities

- [ ] Develop training documents and deliver professional development for staff

Yield/Anti-Melt

- ☐ Develop segmented communication plans

- ☐ Incentivize campus visits

- ☐ Plan and execute events

- ☐ Create learning communities to encourage student belonging

- ☐ Design and execute orientation programs (online and/or in-person)

- ☐ Ensure timely academic advising and registration for courses

References

Available research reports by AACRAO

Available publications through the AACRAO Bookstore