

Strategic Diversity Enrollment: a new approach

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Early ID of Talent

Identify high value prospects as early as 8th grade

Integrated recruitment plan

Clear strategic segmentation of target populations and goals as early as 8th grade

Enhanced Approach to Admissions Review

Introduction of Non-Cognitive variables in the admissions review process

Financial Aid Leveraging Model

Optimize financial aid packages to promote enrollment and student success

Contribute to the 360 approach to student success

Evaluate pre-entry characteristics that contribute to student success metrics (retention, progression and on-time graduation) and optimize support and service delivery models to manage the entire student lifecycle.

Early Identification of Talent

- Partner with the micro-scholarship platform Raise.me to facilitate and reward activities and behaviors that promote college-going culture and create affinity with Virginia Tech early.
- Create and deploy an integrated communication plan that targets students, families and other influencers.
- Enhance our alumni recruitment network, to expand our presence at key undergraduate recruitment events and opportunities, create a prospect referral portal to promote alumni involvement in early identification of talent and coordinate more alumni send off events in key markets

Integrated Recruitment Plan

- Institutionalize the science of recruitment:
 - Use of data to drive strategic direction
 - Use of data to guide planning
 - Use of data to guide individual actions and territory management plans
- Segment Analysis Service: allows us to use 150+ variables in 62 geodemographic clusters to identify and reach high value prospects in over 33,000 high-school and over 44,000 neighborhood in the U.S.
- By reaching students of diverse academic, socioeconomic, and student-interest attributes, we will be able to build a strategic recruitment plan.

Why an enhanced approach to admission review?

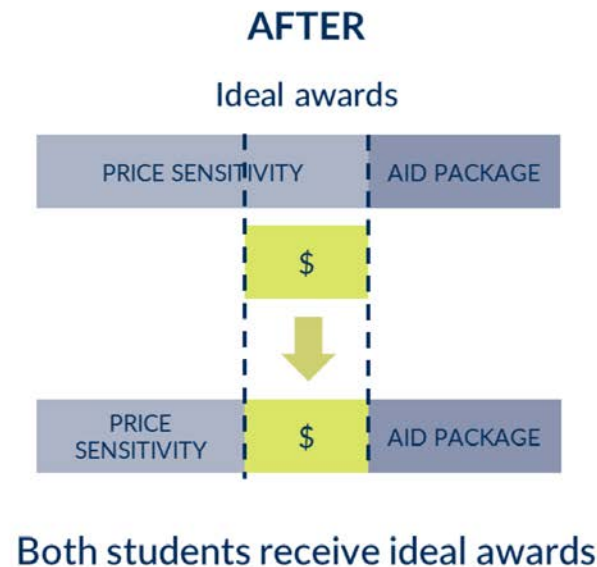
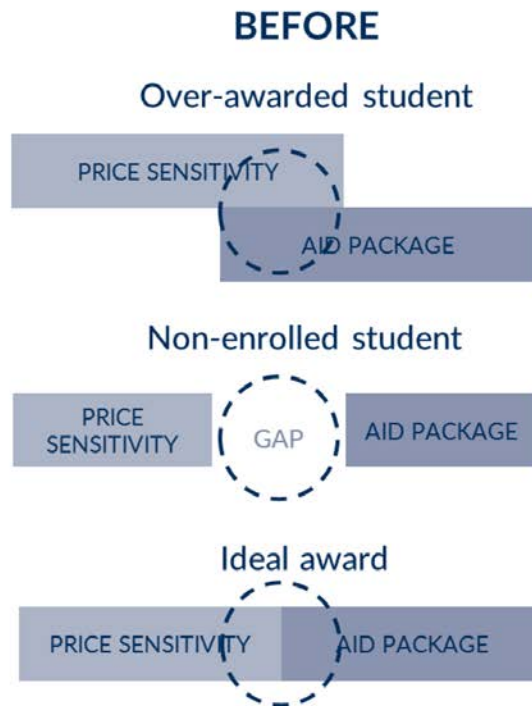
- Non-cognitive assessments allow institutions to provide a tool for evaluating students that may not have had the same opportunities as others.
- We do not need to completely eliminate grades and tests from our admissions systems; we need to add new measures that expand the range of dimensions we consider.
- A number of non-cognitive variables have been useful in predicting the success of first-generation students, underrepresented minorities, marginalized populations, international students, LGBTQ students, older-than-average students or veterans and women in higher education at a variety of institutions and programs.
- Cognitive variables assesses include self-concept, realistic self-appraisal, working the system (handling discrimination/racism), long-term goals, leadership, having a strong support person and community, and nontraditional learning.

Financial Aid Leveraging Strategy

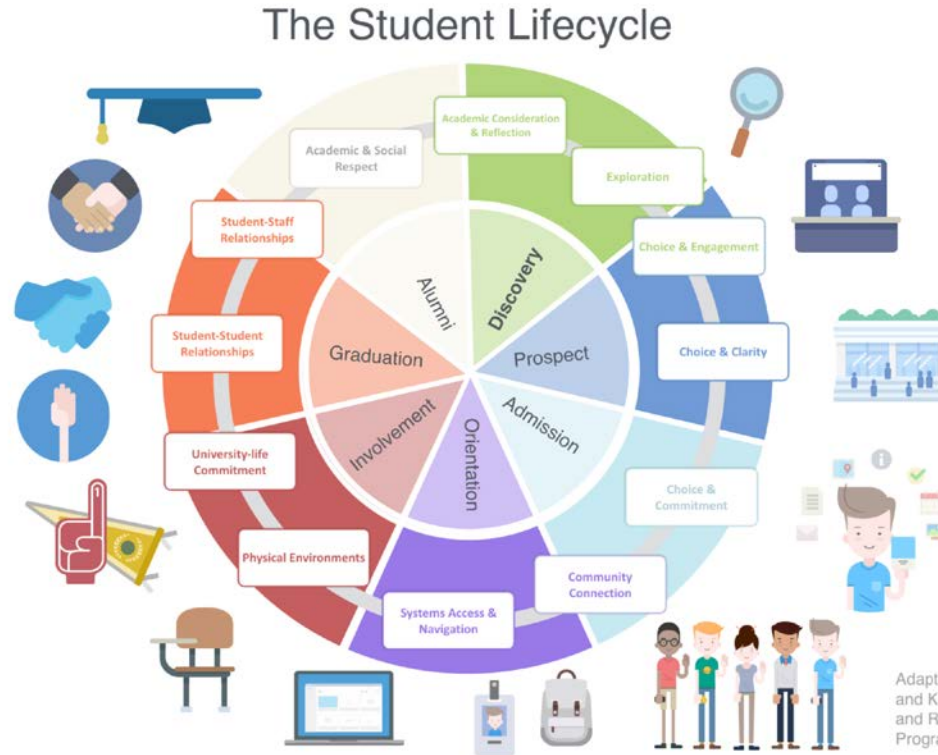
Develop an econometrics model to inform a strategic financial aid leveraging plan. The plan will accomplish four main objectives:

- Determine the appropriate amount of aid to promote increased enrollment of strategic populations
- Directly contribute to the achievement of retention and graduation goals of different segments in the new and returning student population
- Optimize the distribution of aid to serve more students
- Balance attainment of enrollment goals with net tuition revenue goals and tuition discounting caps.

Financial Aid Leveraging Strategy



360 approach to student success



Adapted from Alf Lizzio
and Keithia Wilson (2010)
and RMIT university TTo
Program (2016).



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