

Strategic Enrollment Planning Research Checklist



TYPE	TOOLS/RESOURCES	TIMING
Internal Research		
<input type="checkbox"/> Student satisfaction/engagement	Noel-Levitz Student Satisfaction Inventory National Survey of Student Engagement First-year surveys (Gardner, Noel-Levitz)	Every 2 years
<input type="checkbox"/> Faculty/staff satisfaction/priorities	Noel-Levitz Institutional Priorities Survey Noel-Levitz employer satisfaction survey	Every 2 years
<input type="checkbox"/> Alumni satisfaction/outcomes	Internal resources or external vendor	Annually, for selected classes
<input type="checkbox"/> Student attrition research	Internal resources or external vendor	Annually
<input type="checkbox"/> 5-year projections of enrollment and related fiscal implications	Internal analysis	Every 2 years
<input type="checkbox"/> Characteristics of incoming students who succeed or do not succeed	Internal analysis	Every 2 years
<input type="checkbox"/> Cost of serving different student populations	Internal analysis	Every 2 years
<input type="checkbox"/> Analysis of student flows into academic majors and courses	Internal analysis	Annually
<input type="checkbox"/> Academic program capacity and demand analysis	Internal analysis	Every 2-3 years
<input type="checkbox"/> Other _____ _____	_____ _____	_____ _____

TYPE	TOOLS/RESOURCES	TIMING
External Market Research		
<input type="checkbox"/> Demographic trends: high school and adults	U.S. Census Bureau, WICHE, state departments of education	Every 2 years
<input type="checkbox"/> Number of students by test score, race/ethnicity, major	College Board, ACT	Every 2 years
<input type="checkbox"/> Projected demand for academic programs	Bureau of Labor Statistics, state data and major employers	Every 2 years
<input type="checkbox"/> Brand, image and perception research: College-bound high school students Parents Adult students Guidance counselors Employers Community opinion leaders	External research vendor for qualitative and quantitative	Every 3 years
<input type="checkbox"/> Employer satisfaction	Internal resources or external vendor Noel-Levitz employer satisfaction survey	Every 2 years
<input type="checkbox"/> Other _____ _____	_____	_____

Competition Research

<input type="checkbox"/> Competition communications study	Clearinghouse and internal resources	Every 2 years
<input type="checkbox"/> Academic program overlap study	Internal resources	Every 2 years
<input type="checkbox"/> Price sensitivity study	External research vendor	Every 3 years
<input type="checkbox"/> Lost inquiries and applicants study	External research vendor	Every 2 years

General Trend Research

<input type="checkbox"/> Potential disruptive innovations	National and local publications	Continual scanning
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