The following are recommendations from the subcommittee:

(1) Develop a comprehensive enrollment strategic plan. Include long range and short term goals and strategies which will address desired student populations, including in-state, out-of-state, WUE, graduate, and waiver populations. Delineate between recruitment strategies for new students and retention strategies for existing students. The plan should also address numbers and type of student the university wants which will best support sustainable and stable revenue for the university.

(2) Expand UM Strategic Plan *Indicators of Success* to include additional and specific targets for enrollment. Reference the existing Biennial Priorities addendum for potential indicators. Design indicators which would best serve institutional assessment of enrollment success.

(3) Continue to refine and develop our marketing strategies and brand identity to best support recruitment and retention. Utilize current day best-practices and data for decision making.

The University should continue to support recruitment activities and resources to its fullest abilities in order to increase enrollment.