



Vermont State
University

Strategic Admissions & Enrollment Marketing Plan



We're

Extraordinary

Together



When

Institutional Commitment 1: Improve Retention Persistence, and Graduate Rates

VTSU Strategic Priority 1.3

Institutional Commitment 2:

Alignment of Costs and
Financial Aid with a Focus
on Affordability

VISU Strategic Priority 12

We're



Unstoppable

Together

When

We're



Smarter

Together

When

Institutional Commitment 3: Expand Remote Access/Online Program Offerings

VISU Strategic Priority 1.1

Institutional Commitment 4: Expand Geographic Recruitment Area

VTSU Strategic Priority 1.2

We're



Joyful

Together

When

We're

Together



Welcoming

When

Institutional Commitment 5: Diversity, Equity, and Inclusion are Institutional Priorities for Vermont State University

VTSU Strategic Priorities 1.1, 1.2, 1.3

Institutional Commitment 6:

Encourage/Empower Alumni,
Faculty, Staff, and Students to be
more involved in recruitment
through the creation of Vermont
State University Ambassador
Program

VISU Strategic Priority 3

We're



Empowering

Together

When

Foundations for Enrollment Objectives and Strategies



- Build on strengths of each legacy institution
- Optimize programming to encourage hybrid University
- Restore consumer confidence
- Partner with employers
- Align programming with regional needs
- Study competing institutions and react quickly

Enrollment Objectives and Strategies

We're

Flexible

Together



When

Enrollment Objective 1:

Increase Non-Traditional/Adult Student Enrollments

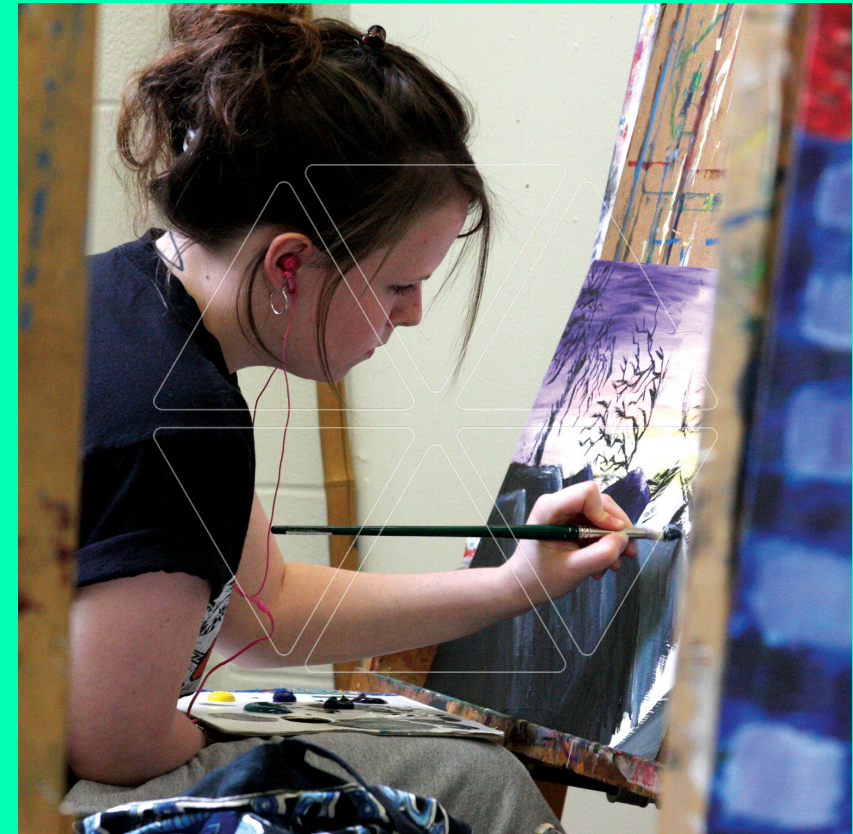
- Agency/ Employer Partnerships
- Veterans/Active Military Personnel
- Assess Enrollment Barriers

Enrollment Objective 2:

Increase Graduate Student Enrollments

- Increase Awareness Among Undergraduate Students
- Direct Program Marketing

We're



Strong

Together

When

We're

Helpful



Together

When

Enrollment Objective 3: Increase Transfer Student Enrollments

- Clear CCV Pathways with no enrollment barriers

Enrollment Objective 4: Increase Commuter and Residential Undergraduate Student Enrollments through Targeting Specific Populations

We're



Happier

Together

When

We're



Exciting

Together

When

Enrollment Objective 5: Increase Dual Enrollment Programs

- Bring more VISU Programs to Vermont High Schools and Technical Centers

Strategic Enrollment Marketing Plan

We're

Together



Better

When

Marketing Objective 1:

Significantly Increase Vermont State University's Brand Awareness and Favorability in Vermont, the Northeast and Select Metro Areas of the Midwest and West

Marketing Objective 2:

Build a Digital Enrollment Marketing Capability that Significantly Enhances the Flow of Applicants and Enrollments across all Vermont State University programs and locations

We're



Unwavering

Together

When

We're



Collaborative

Together

When

Marketing Objective 3:

Modify Pipeline Management Processes, Configurations, and Communications within SLATE to Better Integrate with Digital Marketing Efforts by Prioritizing Opportunities and Improving Conversions

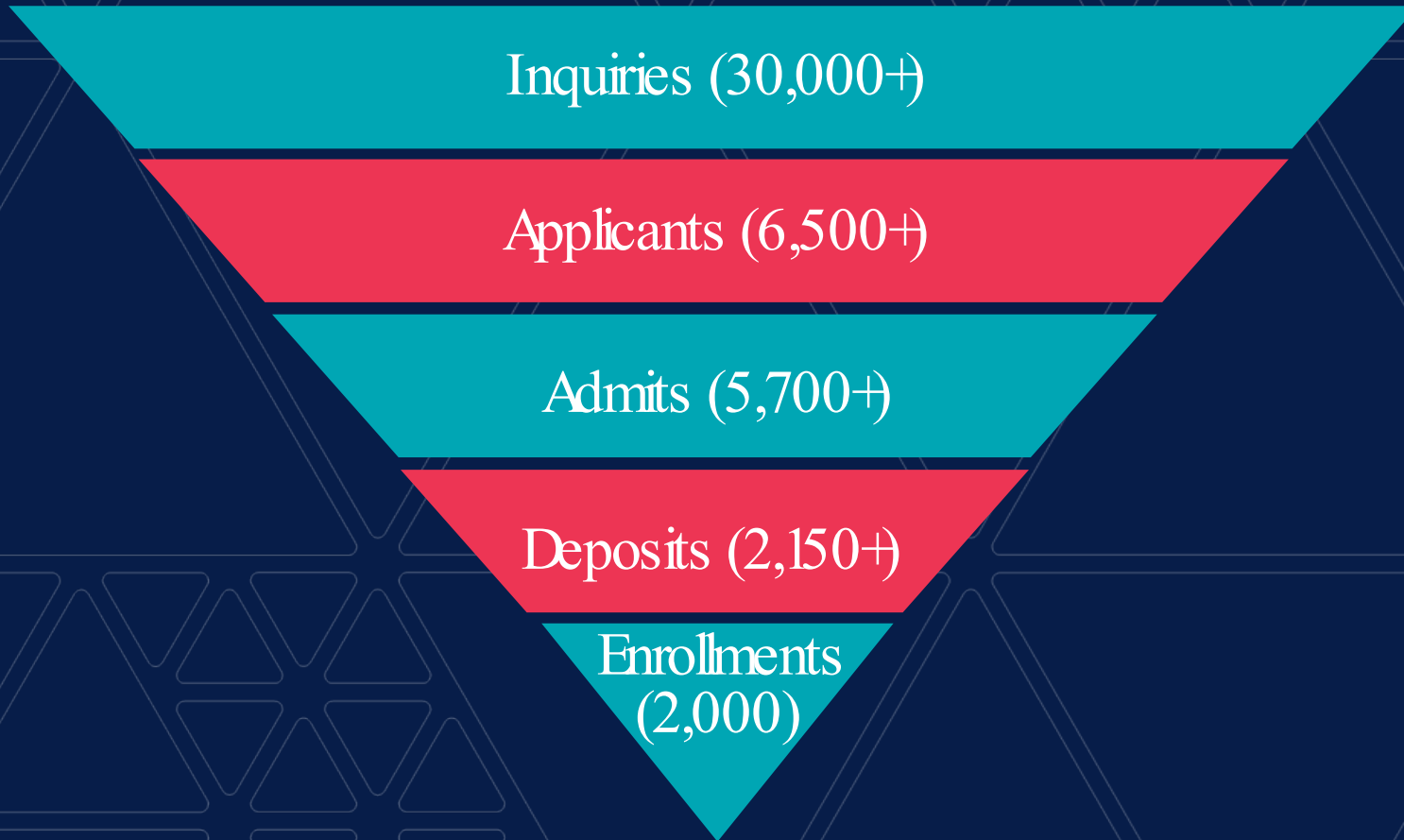
Marketing Objective 4:

Establish Program-Level Marketing Capacity and Expertise to Drive Market Understanding, Program Differentiation, and Strong Value Propositions with Messaging for High Growth Potential Programs



TRAINING PROGRAMS · DEGREES · CERTIFICATES
100+

Enrollment Goals & Targets





Questions?