

**BOARD OF REGENTS**  
**ACADEMIC AND STUDENT AFFAIRS**  
**Larry Tremblay**  
**Acting Deputy Commissioner**

**SECTION:**

Planning and Research

**TITLE OF INITIATIVE:**

Enrollment Management

**BRIEF DESCRIPTION:**

In the fall of 2001, the Louisiana Board of Regents entered into an agreement with Noel-Levitz, Inc., a national enrollment management consulting, to conduct a system wide strategic enrollment analysis of Louisiana's public postsecondary institutions. The analysis resulted in 67 recommendations. As a result, Regents' began a multi-year project to provide system wide strategic enrollment management activities for the purpose of successful attainment of the statewide goals and objectives identified in the Master Plan for Postsecondary Education: 2001.

Activities conducted included:

- development of institutional specific enrollment plans;
- national and statewide professional development workshops/conferences;
- on-site campus assessment in goal setting and planning; and
- institutions setting institutional recruitment and retention goals.

In the fall of 2001, the Board of Regents' Council of Enrollment Management Officers was created as an advisory council of campus representatives who meet to discuss details of the *Master Plan* and advise the Planning, Research and Performance Committee. The council meets twice a year.

**TEAM MEMBERS AND E-MAIL ADDRESSES:**

[Larry.tremblay@la.gov](mailto:Larry.tremblay@la.gov)  
[Theresa.hay@la.gov](mailto:Theresa.hay@la.gov)

**LINK(S) FOR ADDITIONAL INFORMATION:**

Noel-Levitz initial report of recommendations  
<http://www.regents.state.la.us/Reports/datapub.htm>