

# PACIFIC LUTHERAN UNIVERSITY

## Strategic Enrollment Vision for 2023

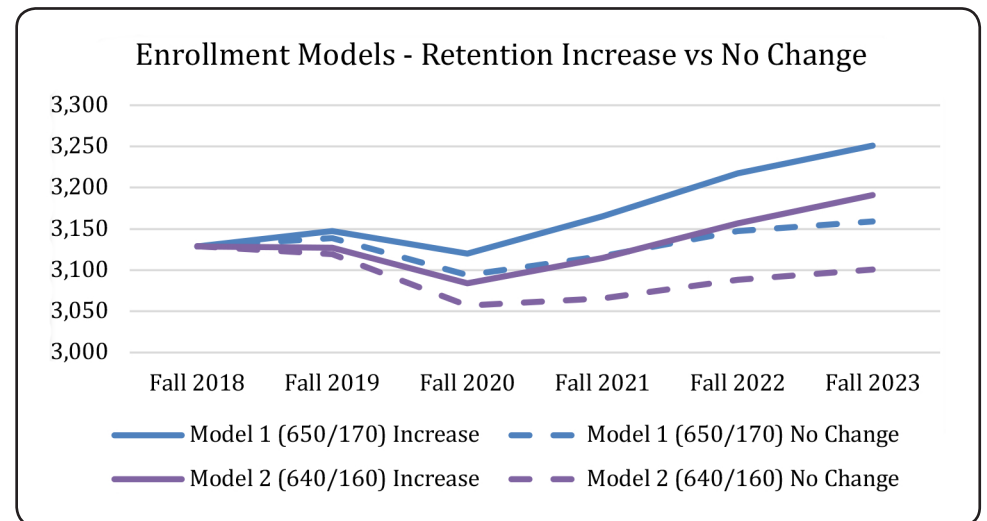
### WHAT DO LUTES LOOK LIKE IN 2023?

PLU, like our peer institutions, will see a changing and diverse demographic in our incoming student populations. These students bring a wealth of experiences and backgrounds, but they also come to campus craving a sense of belonging and an increasingly varied set of needs.

Achieving the goals of the 2018-2023 strategic plan will be critical to PLU's enrollment and fiscal health over the next five years. With a stagnant number of high school graduates projected for the foreseeable future, improving retention and persistence is the key to stabilizing undergraduate enrollment at PLU.

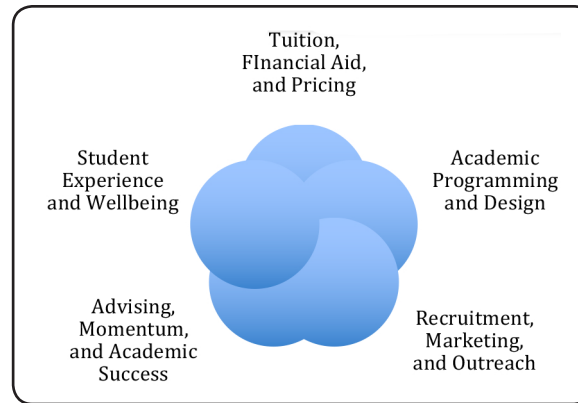
### SUSTAINABLE AND STABLE ENROLLMENT

- 640 – 650 first year and 160 – 170 transfer students annually
- 95 additional graduate students by 2023
- Retention rate of 87% by 2023
- Improved retention & graduation rates for all students of color
- 40% of undergraduate enrollment who identify as men by 2023
- Maximize roster capacity for PLU's 19 varsity sports teams
- Annual increases in net tuition revenue through 2023



## HOW WILL WE GET THERE?

We have developed strategies for reaching these goals, categorized into five areas.



### Tuition, Financial Aid, and Pricing

- Refined financial aid awarding matrix
- Sustainable tuition and fee model
- International student need based aid
- Financial aid incentives to live on campus
- Refined admission and aid policies for AIS 1 students
- Scholarship identification and tracking

### Academic Programming and Design

- Optimize program offerings during summer
- Consider creation of new academic programs
- Seek wider campus input about new academic offerings
- Individualized major, pre-majors, general studies/liberal arts

### Recruitment, Marketing, and Outreach

- Sustainable number of international students
- Increase enrollment capacity for existing graduate programs
- 2-3 new graduate programs
- Clarify key emphases/messaging to prospective students
- Translate key recruitment pages into Spanish
- Coordinated management of PLU external relations
- Increase alumni participation in recruitment

### Advising, Momentum, and Academic Success

- Professional advising for all first-year students
- Advising syllabus
- CAPP review and 2-year plan at 60 credits
- Update two year course cycles and advising guides
- Declaration Day
- Utilize course planning feature in Banner 9
- PLUS 100 for specific populations

### Student Experience and Wellbeing

- Third spaces
- Identity-based/engagement centers (dCenter, CGE, CCES)
- Recreation and wellness center
- Full-time coaches for all varsity sports
- Increased access to student employment experiences
- Expansion of mental health and counseling resources
- Expansion of student care network to gain student feedback