

# Uncovering Enrollment Challenges

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MANAGEMENT  
MATTERS**

**Managing Change,  
Accountability,  
and Competition**  
February 10-11, 2009  
Scottsdale, AZ

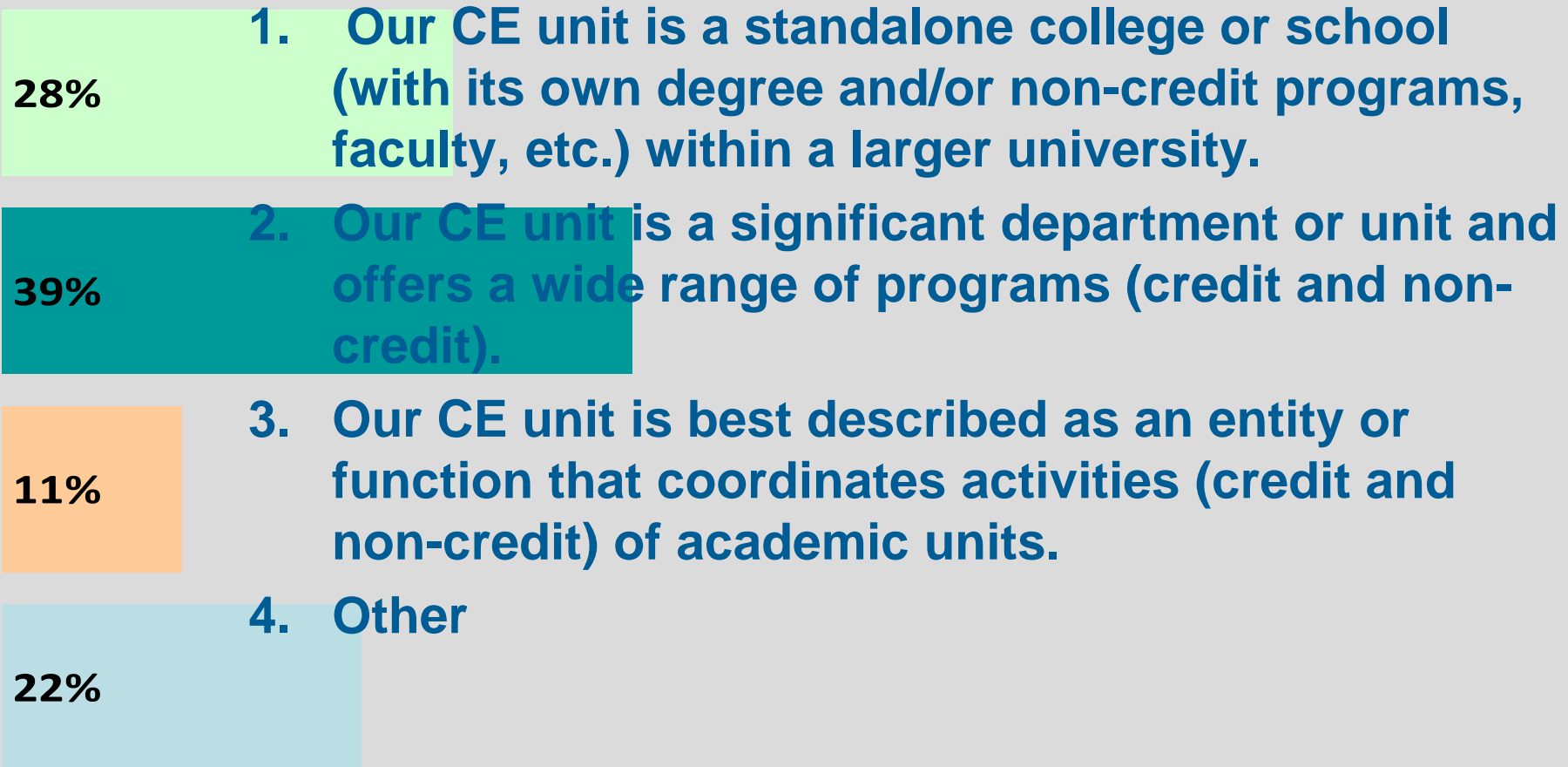
**Tim Copeland, SunGard  
Higher Education**

# Agenda

- **Introductions**
- **Audience Survey**
- **Your Objectives for the Seminar**

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## Which of the Following Best Describes your CE unit?



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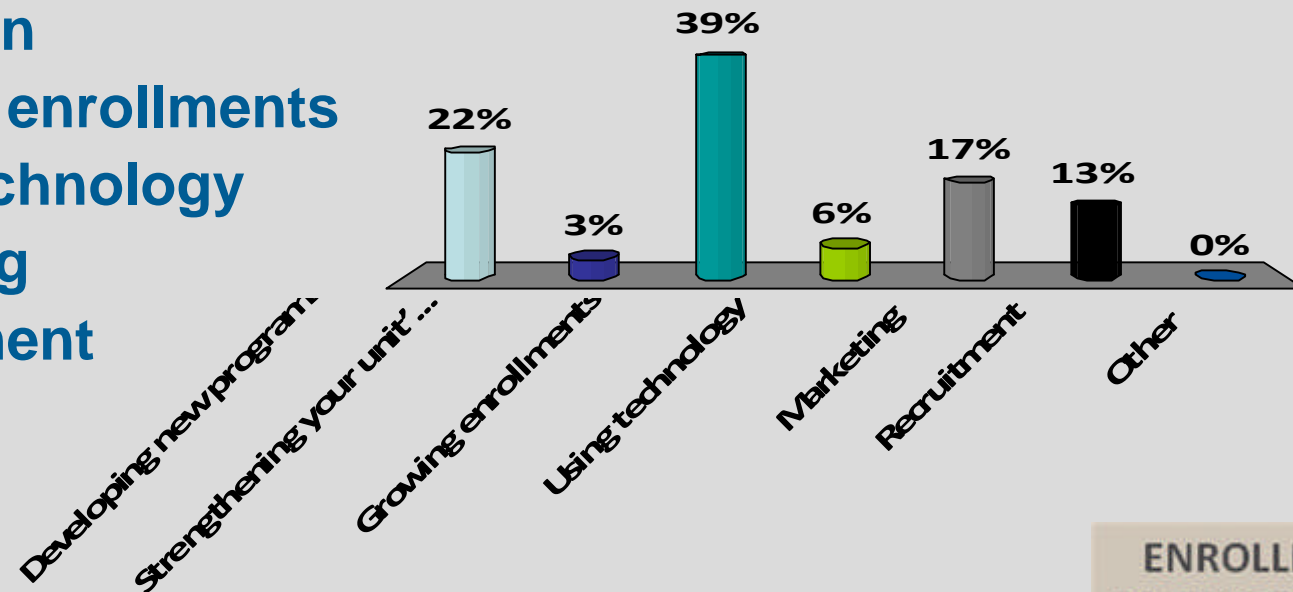
# In the Past Three Years, Has Your CE Unit Been Asked to Integrate Operations with the 'Main' Campus?



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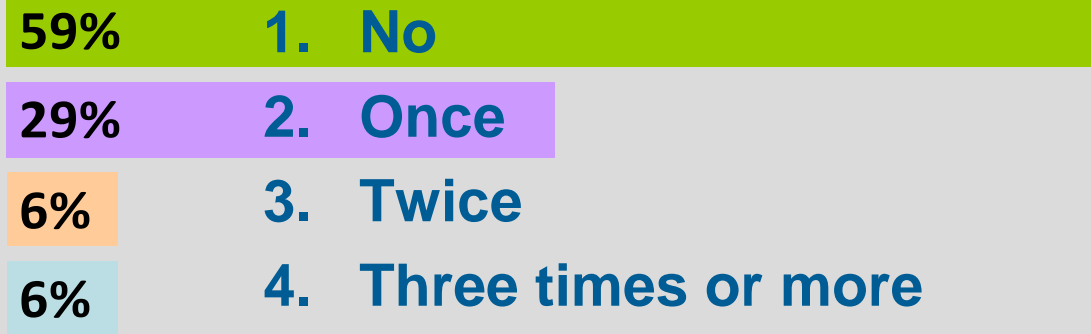
# Outside of Budget, What are Your Top Three Concerns?

1. Developing new programs
2. Strengthening your unit's role within the institution
3. Growing enrollments
4. Using technology
5. Marketing
6. Recruitment
7. Other



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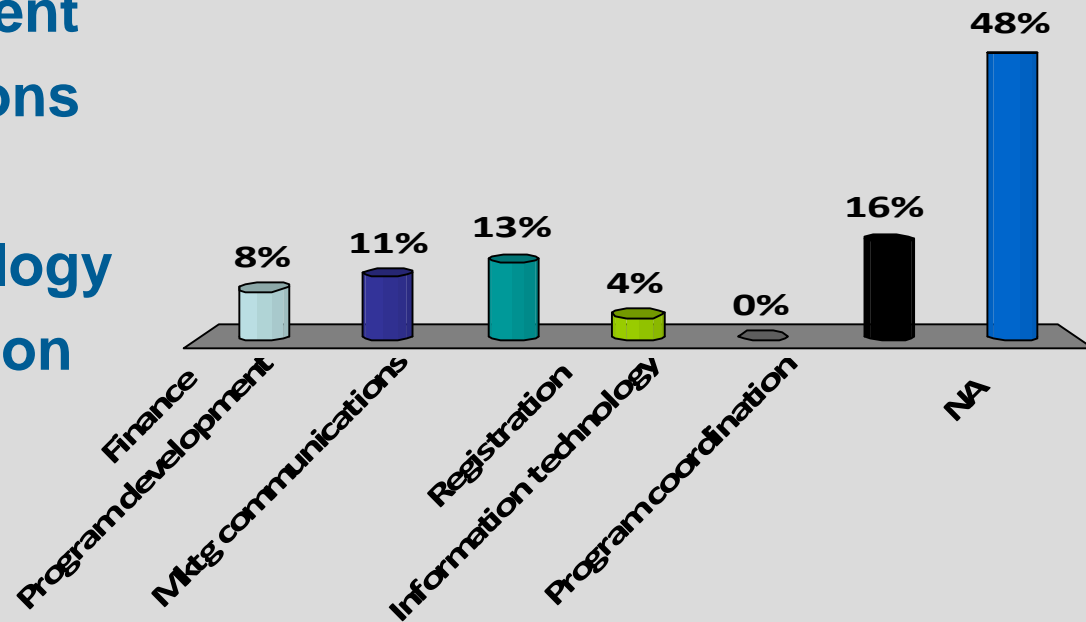
# In the Current Fiscal Year, Have You Been Asked to Cut Unit Spending?



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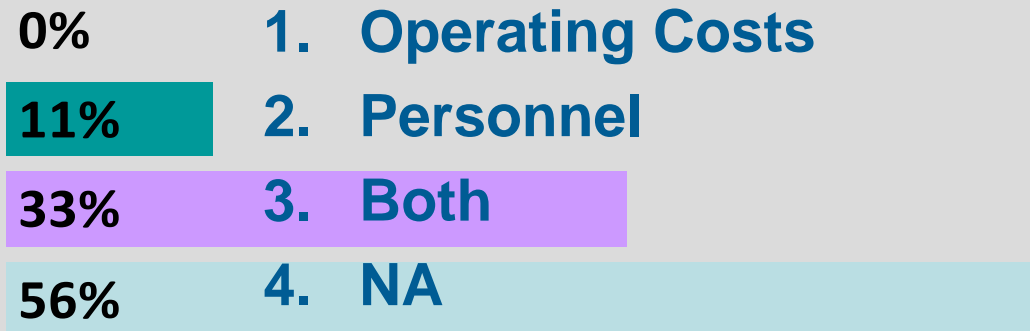
# If You Have Cut Spending in the Current Fiscal Year, What Areas Have Your Reduced? Top 3

1. Finance
2. Program development
3. Mktg communications
4. Registration
5. Information technology
6. Program coordination
7. NA



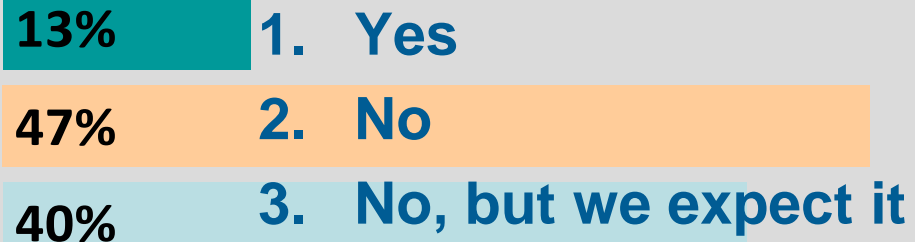
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# If You Have Cut Spending, Which of the Following Line Items Have Been Reduced?



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# Has Your State Government Mandated Furloughs for Public College and University System Employees?



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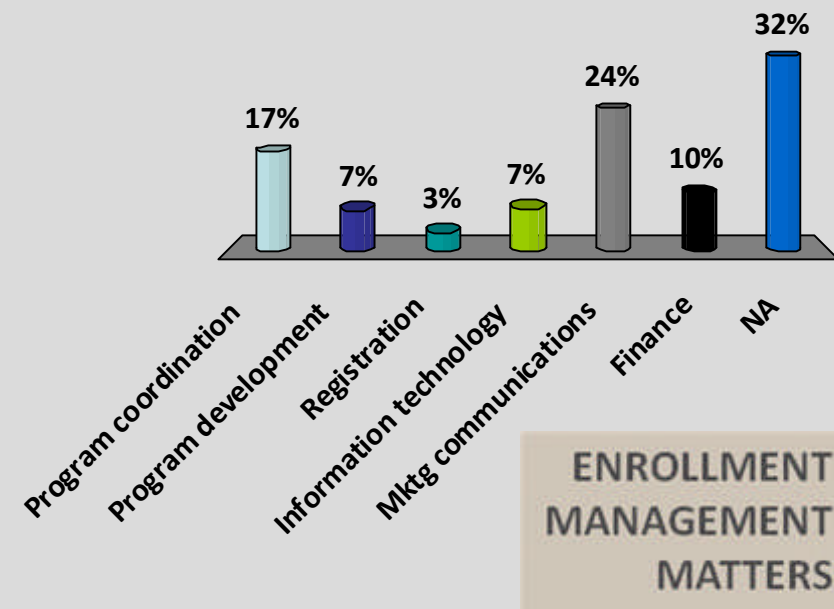
## In Your Next Fiscal Budget, CE Unit Spending Will Be Reduced by:

11%	1. 5%
37%	2. 10%
5%	3. 15%
11%	4. 20% or more
37%	5. None

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# If You Are Reducing Spending in the Next Fiscal Budget, Where Will the Cuts Be Made? Top 3

1. Program coordination
2. Program development
3. Registration
4. Information technology
5. Mktg communications
6. Finance
7. NA



## Contact

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