

Dear HETS Committee,

I hope this letter finds you well. I am writing to propose a transformative project for the University at Albany that leverages the capabilities of EAB in predictive analytics to enhance our enrollment management strategies.

Project Overview:

Enrollment management is a critical aspect of our university's success, and leveraging predictive analytics through EAB can significantly optimize our efforts. By implementing a robust system that analyzes historical enrollment data, identifies trends, and forecasts future demand, we can make informed decisions to attract, retain, and support our students effectively. This would be beneficial in addressing the diverse student body, constant changes within our society and adjust to how our students are adapting.

Key Components:

Demand Forecasting:

Utilize EAB's predictive analytics tools to forecast enrollment trends for different programs and departments. This will enable us to allocate resources efficiently, optimize class sizes, and align course offerings with student demand.

Targeted Recruitment Strategies:

Leverage EAB insights to identify potential recruitment challenges and develop targeted strategies to attract students from specific demographics or geographic regions. This approach will ensure a diverse and robust student body.

Personalized Communication:

Utilize EAB's communication tools to personalize outreach to prospective students. By tailoring our messages based on individual preferences and interests, we can enhance our engagement and make a compelling case for choosing the University at Albany.

Resource Optimization:

Ensure optimal utilization of resources by aligning staffing, facilities, and support services with anticipated enrollment patterns. This will lead to improved operational efficiency and a better overall student experience.

Expected Outcomes:

- Improved enrollment forecasting accuracy
- Enhanced diversity and inclusivity in our student body
- Increased operational efficiency and resource optimization

These are only a few of my current ideas but I plan to continue to develop and add to this project as I gather new information.

Implementation Timeline:

I propose a phased approach to the implementation, starting with a detailed analysis of our current enrollment processes and a thorough assessment of EAB's capabilities. The following phases will focus on system integration, staff training, and ongoing refinement based on real-time data.

I believe that implementing predictive analytics for enrollment management through EAB will position the University at Albany at the forefront of data-driven decision-making in higher education.

Sincerely,

Tyriq Johnson
Academic Advisor

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Mentor:
Kristen Swaney
Director of Academic Support Center

A handwritten signature in black ink, appearing to read 'Kristen Swaney', written over a horizontal line.