

February 2005

Dear Campus Community,

I am pleased to present to you the IU South Bend Enrollment Management Plan. Campus review and comment on the draft plan has been completed and the plan has been approved.

I want to thank the members of the Enrollment Management Advisory Committee for their hard work. I especially appreciate the leadership provided by Vice Chancellor for Student Affairs and Enrollment Management Jacqueline Caul and Director of Admissions Jeff Johnston.

IU South Bend has a long history of steady growth in enrollment. However, in a competitive market we can't take continued growth for granted. To maintain growth, we need to understand more about our current student population and why they have chosen IU South Bend. We also need to be more proactive and deliberate in recruiting and retaining students.

To meet this need, in the fall of 2003, I established the IU South Bend Enrollment Management Advisory Committee to advise me on enrollment strategic planning goals and initiatives. The committee is charged with examining all of the factors needed to sustain enrollment growth and increase retention of students. This plan is the result of the inquiry, deliberation and work of the committee during the fall of 2004.

As I have stated many times, enrollment management is everyone's responsibility at IU South Bend. It is much more than just attracting new students and examining statistics. Effective enrollment management emphasizes relationships in marketing, service, communications, and attitude. All of us play an integral part in this process.

The Enrollment Management plan is a dynamic document that will be reviewed and updated as the committee continues to meet regularly. The plan is available for you to read on the Chancellor's Web page at [www.chancellor.iusb.edu/enrollmanage.shtml](http://www.chancellor.iusb.edu/enrollmanage.shtml). I look forward to working with you to help IU South Bend continue to grow and prosper.

Sincerely,

Una Mae Reck  
Chancellor, Indiana University South Bend