Guest: Jimmie Foster, Vice President of Enrollment Planning and Admissions
Presentation on data use in enrollment planning

Jimmie Foster and members of his team, along with Eduventures Research representatives, explained current data in a competitive market affecting enrollment planning. He shared the concept of Mindset Research, characterizing the 6 mindsets of today’s Gen Z prospective students for a data driven approach:

- Experiential
- Career Focus
- Social Focus
- Exploration and Meaning
- Career via Academics
- Grad School Future

Institutions generally have a profile that attracts particular mindsets. Student mindsets tend to be linked to enduring personal traits. Mindset data helps institutions better understand their student population and what they expect from their college experience and what attracted them. It promotes more relevant messaging to students and ultimately helps in designing or adapting programs and services to attract and retain the students they want to enroll. Eduventures’ research and surveys with 173 institutions are conducted to connect more students to their institution with access to over 8 million high school students.

Upcoming Meetings:

- Mon. Aug. 5 - 8:30 a.m. to 10:30 a.m. - Division Breakfast
- Wed. Aug 7 10:00 a.m. to 12:00 p.m. – SALT Meeting moved from Aug. 8
- Thurs. Sept. 12 10:00 a.m. to 12:00 p.m. – SALT Meeting
- Thurs. Sept. 26 – SALT Retreat, Communications Workshop with Kristin Halverson