

## **Tuition and Enrollment Planning Strategies: Forecasting Class Sizes, Curriculum, and Resources**

*Moderator: Rob Dolan, Public Sector Executive, IBM*

*Panelists: James Lacey, Director of Finance at Nottingham Trent University*

Enrollment and tuition planning is a key financial performance management activity for colleges and universities because it is the largest source of revenue and those monies are used to run the day-to-day operations of the institution. As such, this area is tightly interwoven and connected to all other critical activities and business processes.

This session will discuss how an Enrollment and Tuition Planning strategy -- that includes planning, metrics, and reporting -- provides a performance management framework for admissions, academic, student services and finance departments that enable them to gain insights. Specifically, this session will discuss how the Enrollment and Tuition Planning enables these departments to:

- Analyze tuition revenue and forecast enrollment and lets recruiters evaluate the effectiveness of prospect outreach
- Track progress against enrollment objectives and report downstream impacts on curriculum and tuition revenue
- Help administrators and faculty report on performance to meet regulatory demands and affect improvements
- Effectively plan for current resource availability and future growth

See how higher education institutions are using performance management solutions to better understand, plan, and adjust for changes in enrollment, confidently forecast tuition revenue, and adopt new strategies to deal with changing market dynamics.