



Partnerships for Student Success

Dear Colleagues,

As we move forward with an integrated model of enrollment management, student life and academics, I want to update the community on the strategic imperatives that frame our tactical agenda and also share the first of several staffing announcements that underpin these efforts.

Creating pathways for student success and establishing partnerships across the University to support the best outcomes for our students will drive all our efforts. Understanding and accepting responsibility for the quality of the student experience from first contact with our community through graduation and beyond is essential to our success. By establishing clear expectations and accountability for each waypoint of the student experience, impediments will disappear as one simple but powerful question is answered: What's the best way to manage for student success? We must see ourselves through the eyes of our prospects and current students.

I am committed to balancing our recruitment effort since increased revenue depends on maximizing market advantages in the freshman, transfer, graduate, adult/part-time, and international student arenas. The mix of revenue is crucial to our financial health as we engage opportunities for growth and minimize our exposure to risk as these markets expand and contract. We must do so in an intentional, focused and deliberate manner as we prioritize our focus and the corresponding investment of resources.

I am leading teams representing a broad range of academic and enrollment management expertise to develop our Strategic Enrollment Plan. The Plan will be based on clear enrollment goals and ensure accountability in attaining those goals. Our parallel challenge is to enhance our academic program profile and focus our efforts on what we do best. Roosevelt programs that deliver high value degrees and high impact learning have not suffered enrollment challenges and are in fact stifled in their expansion by underperforming units. As we rebalance our efforts for each student market and campus location, we will support mission-driven, distinctive, marketable and sustainable programs that are capable of generating expanding revenues.

Perhaps it's a cliché, but I believe that putting students first in all that we do will lead us toward recovery and prosperity. To fulfill that commitment, we will continue to 1) implement enrollment strategies that enhance revenue; 2) establish accountability across the student experience; 3) shape the academic program profile based on academic quality, market viability,

and student success; and 4) ensure that student learning is embedded into all aspects of Roosevelt University.

I thank you for your hard work, dedication to our mission, and for the commitment you make every day to ensure the success of our students.

Sincerely,

A handwritten signature in black ink, appearing to be the name "Dany".