



STRATEGIC
ENROLLMENT MANAGEMENT
ST. CLOUD STATE UNIVERSITY

The Future of Enrollment at SCSU

A DATA-INFORMED CAMPUS SYMPOSIUM

9:00 a.m.-2:30 p.m. November 29

Atwood Glacier

9:00 – 9:30

Welcoming Remarks:

Dean King Banaian, School of Public Affairs, moderator

President Robbyn Wacker, St. Cloud State University

President Annesa Cheek, St. Cloud Technical and Community College

9:30 – 10:30

KEYNOTE ADDRESS: Demographics and the Demand for Higher Education.

Prof. Nathan Grawe, Carleton College, author of *Demographics and the Demand for Higher Education*

10:30 – 10:45

COFFEE BREAK

10:45 – 12:00

APPLYING THE LESSON: Demographics and Belonging at St. Cloud State University

1. “Who Our Students Are”

Brent Donnay, Analytics and Institutional Research

2. “Educational Deserts and Trade Areas: SCSU and the Geography of College Opportunity”

Prof. David Wall, Dept. of Geography and Planning

3. “Students’ Sense of Belonging as a Predictor of Retention”

Dean Glenn Davis, University College and Prof. David Robinson, Dept. of Mathematics and Statistics

4. “Does the Business Cycle Impact Our Enrollments?”

Dean King Banaian, School of Public Affairs

Response from Prof. Grawe

Noon – 1pm

LUNCH ON YOUR OWN

1:00 – 2:00

ENGAGING THE DATA IN OUR STRATEGIC ENROLLMENT
MANAGEMENT PLAN

“Enrollment in a time of Turbulence”

Caroline Painter, EAB

Anika Olsen, EAB

2:00 – 2:30

Q &A

Closing Remarks

Dean King Banaian, School of Public Affairs

St. Cloud State University is committed to legal affirmative action,
equal opportunity, access and diversity of its campus community ([Full Statement](#)).



MINNESOTA STATE

St. Cloud State University,
a member of Minnesota State