Strategic Enrollment Update

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Enrollment Management Update

- Retention Software
  - SPI Grant allowed us to purchase retention software
  - This will improve our ability to look at retention holistically and across Post
  - Should help improve our data analytics/tracking
- Submitted a second RFP for additional SPI Grant funding
  - Should know the results in April
- Collaboration with Institutional Effectiveness
  - Data dictionary and data governance
- Post-wide discussions are ongoing
  - Better usage of our current student information system
  - Improvement of post processes
    - Academics
    - Cadet Accounting
    - Miller Academic Center
    - Registrar
    - Marketing

Financial Aid Updates

FAFSA Updates

- We made it through the 24/25 challenges, though issues remain
- 25/26 seems to be working with limited issues
- With the federal law change, FAFSA should open October 1 annually
  - Goal is to continue to improve on the awarding timeline

Call to Duty Applications

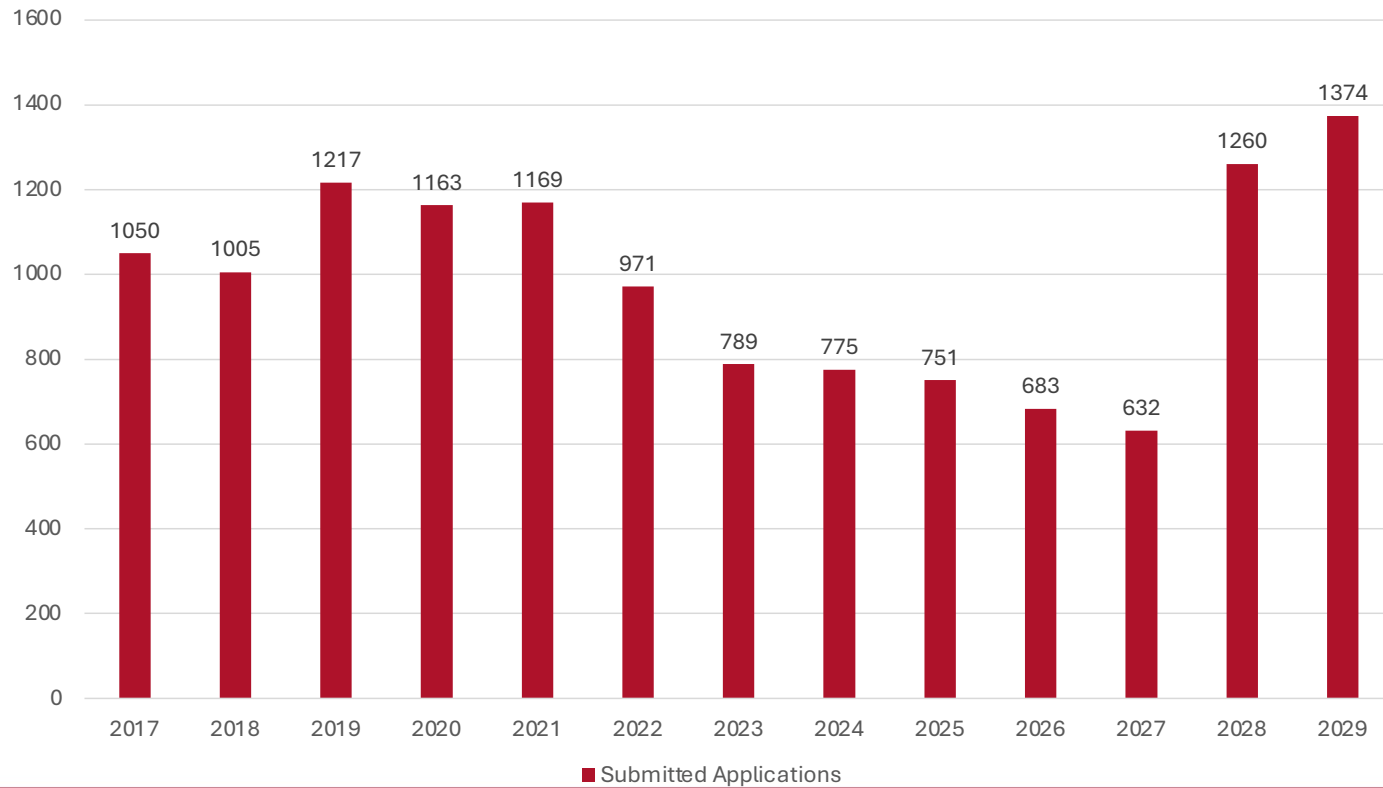- 116 unduplicated applications received

Awards

- 20 awards
  - All 4-year recipients
  - 15 males, 5 female
  - 5 in-state, 11 out-of-state, 4 unknown
  - 14 are APP, 1 is PTR, 5 still in funnel
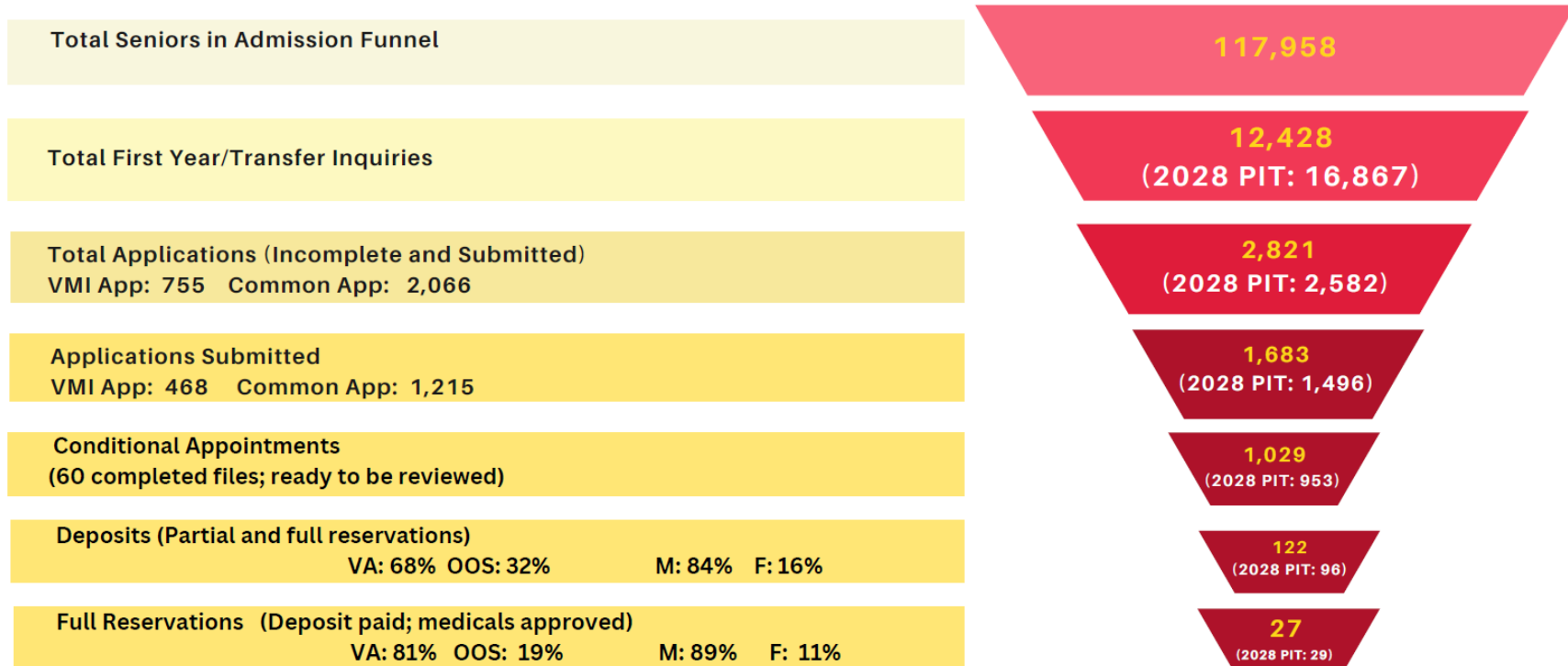 - 4 ARMY, 16 NROTC

Admissions

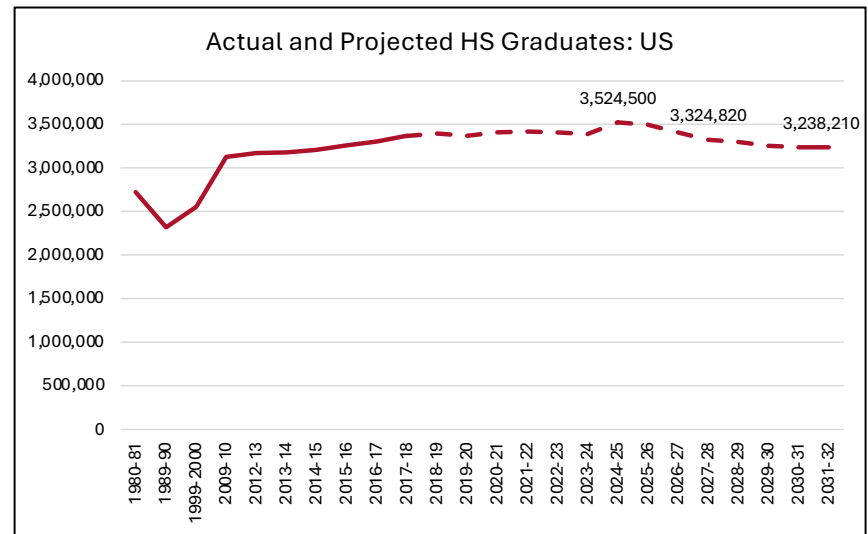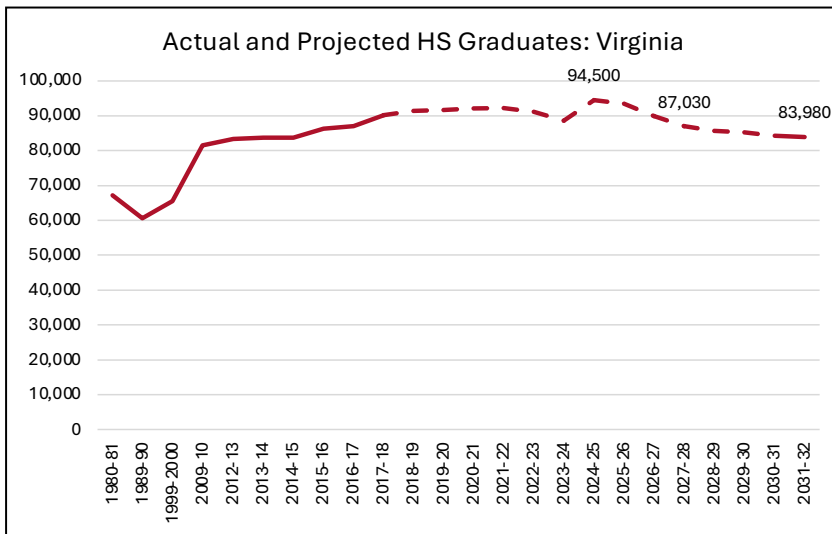**Last Day Before Christmas Furlough, 2017-2029**

FALL 2025 ADMISSIONS FUNNEL
RAT MASS 2026+3 | VMI CLASS OF 2029

Category	Count
Total Seniors in Admission Funnel	117,958
Total First Year/Transfer Inquiries	12,428 (2028 PIT: 16,867)
Total Applications (Incomplete and Submitted) VMI App: 755 Common App: 2,066	2,821 (2028 PIT: 2,582)
Applications Submitted VMI App: 468 Common App: 1,215	1,683 (2028 PIT: 1,496)
Conditional Appointments (60 completed files; ready to be reviewed)	1,029 (2028 PIT: 953)
Deposits (Partial and full reservations) VA: 68% OOS: 32% M: 84% F: 16%	122 (2028 PIT: 96)
Full Reservations (Deposit paid; medicals approved) VA: 81% OOS: 19% M: 89% F: 11%	27 (2028 PIT: 29)

20 JAN 2025   (PIT COMPARISON FROM 16 JAN 2024)

Enrollment Cliff(s)

Actual and Projected HS Graduates: Virginia

Actual and Projected HS Graduates: US

94,500
87,030
83,980

3,524,500
3,324,820
3,238,210

NCES 2023

What Have We Done Thus Far

- **Enhanced strategic recruiting efforts and recruiting budget (approx. 500 visits)**
- **Utilizing data to drive recruitment schedule**
- **Modernizing admissions infrastructure (CRM/Common App, texting, etc.)**
- **Shift in name search strategy (VMI focus, JROTC, other VA competitors)**

- **Developed or enhanced strategic partnerships with affinity groups (e.g., JLAB, JROTC, Infinite Scholars)**
- **Established remote recruiters in VA – NoVA/ Hampton Roads/Tidewater area**
- **GAA with military high schools (VA, PA, TX, NC, SC)**
- **Targeted outreach to high school freshman-seniors; expanding transfer population**

- **Retargeting to previous year's cancellations to boost transfer population**
- **Focusing marketing messaging on ROI, financial aid options, finding stop-gaps, etc.**
- **Continued collaboration between Admissions, Financial Aid, marketing, and Post to improve the overall process**
- **Working to identify and improve progression and retention metrics**

Other Items in Motion

- **Securing VA base; Regional Recruiter in Richmond (0.5 to 1.0 FTE)**
  - **Will provide full coverage in VA**
- **Diversify presence on college search platforms/lead-generation space**
  - **Niche, College Raptor, etc.**
- **VMIAA/Admissions: NCR to expand national presence**
  - **Alumni support for existing regional fair schedules in key states (NC, SC, MD, PA, TX, FL)**
  - **Double national fair participation**
- **Participation in college recruiting events on/near military bases; actively targeting military families**
- **Implementation of retention software to provide holistic approach and Post-wide use for cadet success**