

The College of New Jersey  
Enrollment Management Mission Statement

## **MISSION AND GOALS**

**The Office of Enrollment Management is committed to providing outstanding student services through seven organizational departments. EM provides ongoing analysis of the characteristics and behaviors of prospective, current, and former students in order to help the campus achieve the following goals:**

- Attract and enroll a highly diverse class of new and transfer undergraduate students with outstanding ability and potential;
- Create and manage a campus schedule of course offerings; to register students; maintain the permanent academic record; issue transcripts, grades, and diplomas;
- Administer federal, state, and institutional financial aid and scholarship programs;
- Facilitate student transition to TCNJ that leads to positive adjustment, academic success, and student persistence;
- Improve student retention and graduation rates
- Commit to efficient, accurate, and strategic high quality customer service, responsive to the needs of the entire campus community;

### **Core Enrollment Management principles that guide all EM activity:**

- Establishing clear enrollment goals;
- Promoting student success;
- Determining, achieving and maintaining optimum enrollment;
- Enabling the delivery of effective academic programs;
- Generating tuition;
- Enabling financial planning;
- Improving service levels.

### **Departments that comprise the TCNJ Enrollment Management Division:**

- Undergraduate Admissions
- Graduate Admissions
- Records and Registration
- Financial Aid
- Educational Opportunity Fund
- Center for Academic Success
- Disability Services