**Classification:** Academic Affairs
**Approving Authority:** President
**Responsible Authority:** Academic Affairs Office
**Implementing Authority:** Office of the Registrar and Enrollment Services
**Effective Date:** May 2025
**Review:** April 2028

## Enrollment Management - Policy & Procedures

### 1.0 Purpose

1.1 The purpose of this policy is to establish guidelines and principles for managing the enrollment process at AUIB with a focus on sustainable growth. By integrating sustainable growth practices into enrollment management, the university seeks to balance its growth trajectory with its long-term financial, environmental, and social responsibilities, ensuring the institution's resilience and continued positive impact on students, faculty, and society.

1.2 The policy aims to ensure fairness, efficiency, and transparency in admitting students to various academic programs while maintaining the university's academic standards and fostering a diverse and inclusive learning community.

### 2.0 Scope

2.1 This policy applies to all undergraduate and graduate programs offered by AUIB. It covers the entire enrollment management process, including admissions, recruitment, enrollment projections, financial aid, and retention strategies.

### 3.0 Definitions

3.1 Admissions Committee - a committee composed of representatives from various academic departments responsible for reviewing and evaluating student applications.

3.2 Applicant - a student who has submitted an application for admission to AUIB.

3.3 Enrollment management - the strategic planning and implementation of activities related to student enrollment, including attracting, recruiting, admitting, and retaining students.

3.4 Holistic review - an admission evaluation process that takes into account multiple factors, such as academic achievements, extracurricular activities, personal qualities, and diversity.

3.5 Sustainable growth targets - specific data-driven goals for enrollment management that balance growth with the university's long-term financial, environmental, and social responsibilities.

3.6 University Registrar - the designated staff member responsible for overseeing the enrollment management process at the university.

3.7 Yield - the percentage of admitted students who accept an offer of admission and enroll at AUIB.

### 4.0 Policy

4.1 Admission decisions should be based on academic merit and the potential of students to succeed in their chosen fields of study.

4.2 AUIB is committed to fostering a diverse and inclusive student body, reflecting various backgrounds, cultures, and perspectives.

4.3 The enrollment management process should be transparent to all applicants, with clear and accessible information about admission criteria, requirements, and timelines.

4.4 All enrollment management staff and committees must adhere to strict ethical standards, ensuring the integrity of the process and safeguarding the privacy of applicants' information.

4.5 Enrollment management decisions should be informed by data and analysis to optimize recruitment efforts and improve student outcomes.

4.6 The university will manage enrollment in a manner that ensures long-term sustainability and aligns with its strategic goals and resources, promoting responsible growth and resource utilization.

4.7 The university will establish clear and consistent admission criteria for each academic program, considering academic achievements, standardized test scores (if applicable), extracurricular activities, letters of recommendation, and personal statements.

4.8 The admissions committee will adopt a holistic review process to evaluate applicants, ensuring a fair and comprehensive assessment of each candidate.

4.9 The university will conduct targeted recruitment and outreach efforts to attract a diverse pool of applicants. These efforts may include partnerships with high schools and underrepresented communities.

4.10 AUIB will offer financial awards and scholarship opportunities to qualified students based on financial need and academic achievements, aiming to make education accessible to all deserving candidates.

4.11 The university will have a transfer student policy that facilitates the seamless transfer of credits from accredited institutions and provides a clear pathway for transfer students to complete their degrees.

4.12 The university will conduct regular enrollment projections and capacity planning to manage class sizes and maintain a favorable student-to-faculty ratio while considering sustainable growth targets.

4.13 In cases where the number of qualified applicants exceeds available slots, the university will implement a waitlist policy that is fair and transparent, with periodic updates provided to waitlisted applicants.

4.14 Specific guidelines and support services will be established to facilitate the admission of international students, ensuring compliance with relevant immigration regulations.

4.15 The university will have an appeals process in place for applicants who wish to contest admission decisions, ensuring that the process is impartial and conducted by a different committee than the initial review.

4.16 AUIB will implement targeted retention strategies, providing various student support services to enhance student success and persistence.

## 5.0 Procedures

5.1 The Vice President of Enrollment Services & Student Affairs (VPESSA) oversees the student life cycle from recruitment, admission, financial aid and scholarships, retention, and graduation. The Vice President of Academic Affairs (VPAA) also develops and implements enrollment strategies to achieve enrollment goals and targets, collaborating with other stakeholders to enhance the enrollment experience for prospective and current students.

5.2 The Registrar manages the admissions process, including the review of applications and the selection of incoming students. The Registrar is also responsible for managing student records and overseeing various aspects of the enrollment process, ensuring the integrity, accuracy, and efficiency of academic operations.

5.3 The Recruitment Manager is to strategize and execute effective recruitment efforts to attract a diverse and qualified pool of prospective students. They collaborate with various departments and stakeholders to develop recruitment plans, coordinate outreach programs, and engage with prospective students and their families to promote enrollment in the University.

5.4 The Student Awards and Financial Aid Coordinator is to administer and manage financial aid programs to assist students in financing their education. The coordinator works closely with students, helping them understand financial aid options, eligibility requirements, and application processes to support their enrollment and academic success at the University.

5.5 The Office of Institutional Effectiveness collects, analyzes, and interprets data related to enrollment trends, student demographics, and academic outcomes. This office provides valuable insights and data-driven recommendations to support enrollment planning, decision-making, and the overall improvement of enrollment strategies within the University.

5.6 The role of an Enrollment Officer is to facilitate the admissions and enrollment process, providing assistance to prospective students during their application journey. Enrollment Officers serve as the main point of contact for prospective students, guiding them through the application process, addressing inquiries, and helping them make informed decisions about their educational choices to ensure a smooth and successful enrollment experience.

5.7 The role of Student Affairs and Enrollment Services is to provide support and resources that enhance the overall student experience and facilitate student success. This department collaborates to create a welcoming and supportive environment for prospective and enrolled students, offering services such as orientation programs, counseling, career advising, and extracurricular activities to foster student engagement and retention.

5.8 Sustainable growth targets will be established, considering the university's financial, environmental, and social responsibilities.

    5.8.1 The University Registrar will work with academic departments to develop targeted recruitment strategies, ensuring a diverse applicant pool.

    5.8.2 The University Registrar, in collaboration with relevant departments, will conduct regular enrollment projections to anticipate capacity needs and optimize resources.

5.9 The Admissions Committee, composed of the University Registrar and representatives from various academic departments, will establish and periodically review clear and consistent admission criteria for each academic program.

    5.9.1 The committee will adopt a holistic review process that considers academic achievements, extracurricular activities, personal qualities, and diversity in evaluating applicants.

    5.9.2 In the case of capacity limitations, a waitlist policy will be implemented, with clear communication to waitlisted applicants regarding their status and the possibility of admission based on available space.

    5.9.3 Specific guidelines and support services will be provided to facilitate the admission process for international students, ensuring compliance with immigration regulations.

5.10 An appeals process will be established for applicants who wish to contest admission decisions, ensuring that the review is conducted by a separate committee to maintain impartiality.

5.11 The university will engage in outreach efforts with high schools and underrepresented communities to attract a wide range of potential students.

5.12 The Financial Aid Office within Enrollment Services will assess and determine financial aid eligibility for admitted students based on financial need and academic achievements.

5.13 Scholarships will be awarded to deserving candidates to support access to education.

5.14 AUIB will maintain a transparent and accessible transfer student policy, outlining the process for evaluating transfer credits and assisting transfer students in their academic progression.

5.15 The University Registrar will monitor the effectiveness of these procedures regularly and report to the university administration.

5.16 The enrollment management procedures will be reviewed periodically to ensure alignment with the university's sustainable growth targets and strategic goals.

**Related Policies and Documents**
Academic Integrity Policy
Appeals Policy
Data Privacy and Security Policy
Student Code of Conduct Policy
Student Records Management Policy
Undergraduate Admissions Policy
Undergraduate Transfer Credit Policy