Goals: 1) Increase awareness of student enrollment and retention trends at national, state and campus level.
2) Identification of factors that impact enrollment and retention.
3) Development of strategic enrollment and retention plans for individual schools/colleges and campus.

8:00 – 8:30  Breakfast

8:30 - 9:00  Welcome and introductions
   Definition of successful students
   Enrollment Trends (5 years)
   - National (comparable institutions)
   - UW System institutions/colleges
   - UWM
     Overall
     School/college (UG, G)

9:00 – 9:20  Factors affecting enrollment
   UWM Recruitment/Enrollment Plan

9:20 – 9:30  UWM Graduate Student Enrollment

9:30 – 10:00 Discussion: Reaction to Plan
   Identification of other factors and strategies to consider

10:00 – 10:15 Break

10:15 – 11:00 Group activity: By unit, identify 1 year and 5 year enrollment plans

11:00 – 11:30 Excellence in Education

11:30 – 12:30 Lunch
12:30 – 1:15  Retention
   Best practices
   Persistence & graduation rates
   UWM retention activities
   • Access to Success
   • MapWorks
   • Developmental education reform (math/English)

1:15 – 1:45  Discussion: Other factors specific to UWM to consider in increasing retention

1:45 – 2:30  Group Activity: By unit, identify 1 year and 5 year retention plans

2:30 – 2:45  Break

2:45 – 4:15  Presentations
   Campus
   Individual school/college

4:15 – 4:30  Wrap up/next steps