**Enrollment Management in Academic AA/PPS No. 02.02.01 (3.12)**

**Departments Issue No. 3**

**Effective Date: 05/04/2021  
 Next Review Date: 06/01/2024 (E3Y)**

**Sr. Reviewer: Associate Vice President for Enrollment Management and Marketing**

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**01. POLICY STATEMENT**

01.01 The purpose of this document is to establish policies and procedures relating to management of student enrollment in courses or majors and minors assigned to an academic unit (program, department, school, or college) as established by the university course inventory.

**02. PHILOSOPHY**

02.01 It is the philosophy of the Division of Academic Affairs that management of student enrollment is a significant responsibility of the faculty and administrators of an academic unit. Managing the number and quality of students in relation to available resources, both human and otherwise, is imperative to appropriate unit direction, attainment of long-term goals, and the contribution of an academic unit to the image and visibility of the university. It is recognized that one factor that must be considered as part of this management is the student's need for access to programs. It is also understood that direction for, and goals of, an academic unit should be supportive of the direction and goals of the division and the university.

02.02 When accepted plans and goals of an academic unit indicate the need to maintain or reduce student enrollment, utilization of student academic success (GPA) as one criterion for continuation in a curriculum is accepted and encouraged.

**03. PROPOSAL FOR CHANGE**

03.01 A proposal for establishing an enrollment management policy and procedure should include, but is not limited to the following:

a. relationship of the need to control the quality and number of students to the unit's direction and goals;

b. criteria to be utilized in enrollment management;

c. procedures and methodologies to be utilized;

d. projected impact of policy to include impact on:

1) student majors of the unit proposing a change in a policy;

2) student minors of the unit proposing a change in policy;

3) student majors and minors of other academic units;

4) other academic units as related to academic processes: advising, control, etc.;

5) affected non-academic units: Information Technology, Undergraduate Admissions and University Registrar; and

6) university processes: admission, registration, undergraduate and graduate catalogs, addendum, advising manual, etc.; and

e. consideration and approval through the school level.

**04. PROCEDURE FOR APPROVAL OF PROPOSALS FOR CHANGE**

04.01 After deliberation with the department chair, school director, or college dean presenting a proposal, the provost and vice president for Academic Affairs will normally route the proposal through the associate vice president for Enrollment Management and Marketing administrative structure for consideration.

**05. REVIEWERS OF THIS PPS**

05.01 Reviewer of this PPS includes the following:

Position Date

Associate Vice President for June 1 E3Y

Enrollment Management and

Marketing

**06. CERTIFICATION STATEMENT**

This PPS has been approved by the following individuals in their official capacities and represents Texas State Academic Affairs policy and procedure from the date of this document until superseded.

Associate Vice President for Enrollment Management and Marketing; senior reviewer of this PPS

Provost and Vice President for Academic Affairs