

Enrolment Growth Plan

2022-2026

Several whole-of-University supporting plans provide a bridge between the ECU Strategic Plan 2022-2026 and ECU's annual operating plans: Aboriginal and Torres Strait Islander Plan, Educational Experience Plan, Enrolment Growth Plan, Equity and Inclusion Plan, International Plan, Regional Plan, Research Plan, and People and Culture Plan. The supporting plans provide a coordinated approach to achieve a broad range of objectives for the relevant Strategic Priorities from the Strategic Plan.

The overall purpose of the Enrolment Growth Plan is to deliver sustainable enrolment growth in student load, aligned with an agreed ECU's academic and funding profile. The focus of the Enrolment Growth Plan is coursework enrolments and domestic student markets. ECU's Research Plan and International Plan describe actions in relation to higher degree by research load and international student load respectively.

The ECU Enrolment Growth Plan's Senior Executive sponsors are the **Senior Deputy Vice-Chancellor** and the **Vice-President (Corporate Services)**, and it was approved by the Vice-Chancellor on 2 February 2022. Progress against the plan will be reviewed annually, with adjustments incorporated where necessary.

Objectives

No.	Objective	Strategic Priority
1.	Deliver a new student enrolment planning approach.	20
2.	Improve market and competitor analysis capabilities.	20
3.	Establish new mechanisms for developing courses and programs.	20
4.	Refine alignment between the domestic student profile and Commonwealth funding.	20
5.	Develop new courses and programs under an over-arching enrolment strategy.	20
6.	Increase ECU's WA school-leaver market share.	23
7.	Improve productivity and efficiency in activities directed to the enrolment strategy.	23
8.	Deliver experiences that drive student acquisition, loyalty, and advocacy.	23