

STRATEGIC ENROLMENT MANAGEMENT PRIORITIES

INSTITUTIONAL & ENROLMENT GROWTH

Driving enrolment by fostering an institutional culture focused on addressing learner needs and empowering staff and faculty to support and create relevant programming with embedded innovation, entrepreneurship and industry connections.

EVIDENCE BASED, INTENTIONAL, DIRECTIONAL

Transforming data needs and requirements into **readily available, actionable insights** that enable accountability, responsiveness, confidence and leadership.

BRAND AWARENESS

Ensuring **creative** and market-led approaches to enrolment and marketing, while increasing **brand presence** through the power of storytelling and community engagement.

TOTAL STUDENT LIFECYCLE VISION

Empowering all of NWP and committing to building **conscious connections** between learners and NWP, supported through **integrated planning** across each stage of the **student journey**.