

The Enrollment Ecosystem Map

A working tool from Chapter 1 of The Enrollment Resilience Playbook

Run this in a single working session with your cabinet. For each department, answer three questions honestly: What is this department’s real, functional impact on whether a student enrolls, stays, or leaves? Where does friction currently show up (1 = rarely noticed, 5 = actively costing the institution enrolled students)? And who, by name, owns fixing it in the next two quarters?

DEPARTMENT	ENROLLMENT ROLE	FRICTION	OWNER
Admissions			
Financial Aid			
Registrar			
Academic Departments			
Student Affairs			
Career Services			
IT / Technology			
Marketing			
Business Office			

How to Read Your Results

Interpreting the Enrollment Ecosystem Map

The Friction Scale

1	Rarely noticed	Students move through without hesitation. Not a priority.
2	Minor friction	Occasionally slows a student down, but they work around it.
3	Noticeable friction	Some students visibly hesitate, complain, or disengage here.
4	Significant friction	Actively costing the institution enrolled students.
5	Severe friction	A primary, recurring reason students leave or do not enroll.

What the Numbers Are Telling You

Once every row is filled in, do not just file the map away. Read it for two specific signals.

SIGNAL 1 — How many departments scored 3 or higher?

If three or more departments land at 3+, friction is not isolated to one office, it is systemic. This tells you where to look first.

SIGNAL 2 — How many of those have a named executive owner?

A high-friction department with no owner is a problem that will still exist next year. This tells you why nothing has changed yet.

Your Next Step

THIS WEEK

Assign a named executive sponsor to your two highest-friction, least-owned departments.

THIS QUARTER

Build a standing cross-functional review of this map, updated at least twice a year.