



Revenue Forecasting and the Guaranteed Tuition Plan: A New Challenge for the Institutional Research Practitioner

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Brief Literature Review

- Ⓡ Welsh, Nunez, and Petrosko (2006) identified strategic planning as an important area which coupled with forecasting.
- Ⓡ Zuniga (1997) promoted enrollment forecasts and enrollment management as tools for tuition setting and budget forecasts.
- Ⓡ Caruthers and Wentworth (1997) considered enrollment to be the

















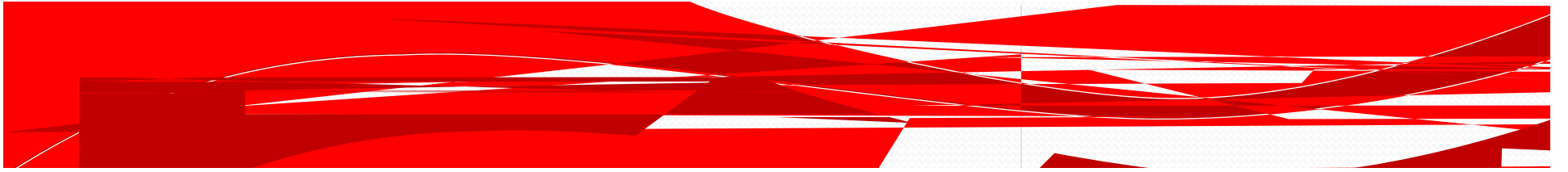














What Actually Occurred?

☒ In November 2008, the time arrived to submit the Fiscal Year 2010 budget request. Staff members from the Strategic Research and Analysis Office, the Budget Office, and Admissions Office met to compare enrollment forecasts.

