



Numbers, Targets, Budgets, Bums on Seats ... Learning, Culture, Development

**Implementing & Measuring Admissions Success within
Different Regions and Programs**

**Dr. Fergal O'Brien, Assistant Dean Postgraduate Studies, Kemmy Business School, University of Limerick,
IRELAND**

- **Measurable**
 - **Intake Targets**
 - **Diversity**
 - **Awards**
 - **Salaries**
- **Not so Measurable (even if we think we can!)**
 - **Learning**
 - **Self-Development and Self-Awareness**
 - **Career Development and Career Awareness**
 - **Salaries**

Admissions Success

- **Kemmy Business School**
 - **Target USA**
 - **Motivation KBS - Learn More:Live More:Be More**
 - **Strategy**
 - **Results**

A “Case Study” - KBS
