

Strategic Planning Committee Update
Strategic Priority – Increase Enrollment, Retention, and Graduation Rates
1a. Strategic Enrollment Management Plan
January 18, 2017

Identification of SEM Project Description: Create a multi-faceted plan, in collaboration across the university, designed to increase enrollment, retention, and graduation rates for student populations.

Phase I – Develop Outline, Research, Analysis, and Buy-In

- A. Gather Stakeholder Input – Completed
- B. Develop Outline – Completed
- C. Conduct Historical Research and Analysis – Completed
- D. Develop Objectives – Completed
- E. Agree on Enrollment Goals to 2022 - Completed

Phase II – Development of the SEM Plan

- A. Develop Strategies by Segments/Departments – Ongoing
- B. Establish Conditions Needed/Resources – Ongoing
- C. Establish Key Performance Indicators – Ongoing
- D. Summarize and Reflect on Enrollment Goals – Ongoing

Phase III - Implementation

- A. Follow Through on Strategies
- B. Measure Key Performance Indicators
- C. Report, Evaluate, and Revise

It is anticipated that the plan will be completed in mid-January. While the plan has taken some time to pull together we have already begun implementing strategies to stabilize and increase our enrollment. The strategies are focused on three student types, Dual Enrollment, Undergraduate, and Graduate. Some of the strategies are below.

Dual Enrollment (DE) Goal: Increase the percentage of DE students that convert into matriculated students.

- Academic advisors have been assigned to enrollment territories to provide academic advisement as well as to recruit the DE students into matriculated students.
- We have aligned undergraduate recruiting efforts with DE recruiting efforts to ensure we are encouraging students to matriculate into Clayton State students. This is being done through the development of materials, communication strategies, and DE orientation sessions.
- We are developing online applications with the ability to capture student's intended major. This will provide us with the information needed to have faculty, department chairs, and deans recruit students specific to their programs.

Undergraduate Goal: Increase enrollment, retention, and graduation rates.

- We have developed and launched in the summer 2016 term a comprehensive Bridge program for at-risk students enrolling out of high school. This program led to the enrollment of 40 new high school students that we would not have enrolled in past years. We plan on expanding this program in summer 2017.
- We have focused on increasing our high school recruitment efforts to create a greater number of high schools that receive high impact (multiple visits to the HS, visits to the campus, interaction with administrators and counseling staff, and being a regular presence at the HS) recruitment efforts.
- We have started an international student recruitment effort aimed at increasing the number of international students here in fall 2017. This effort has included recruiting trips abroad as well as providing a dedicated recruiter for international students.
- We launched a Graduate Sooner campaign on campus aimed at encouraging students to enroll in 15+ credit hours and attending the summer term.
- Our efforts to centralize academic advising have now been in effect for a year and a half. This effort will continue to improve our retention and graduation rates as we proactively reach out to students regarding their performance and registration.

Graduate

- We are launching a marketing campaign in collaboration with undergraduate marketing to gain exposure for our graduate programs.
- We are introducing a lead campaign aimed at converting a greater percentage of those who express an interest in our graduate programs to enrolled students.
- We are providing additional support to graduate outreach so that we are able to increase our recruitment areas.

We have begun to see our efforts work. This past fall while we saw a 0.2% decrease in headcount, we did increase 0.4% in credit hours. In addition the summer 2016 term realized a growth of 12.2% increase in enrollment and a 14.1% increase in FTE over summer 2015.