

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2012-2013 Unit Action Plan – Year Three

Unit Name: Enrollment Management

Unit Mission

The mission of the Rogers State University Unit of Enrollment Management is to assist students in realizing academic opportunities, developing relationships, and encouraging personal growth by providing effective and efficient services through recruitment, admission, registration and financial aid.

Goals 1, 2, 3 and 4
 This *Unit Action Plan* Specifically Supports Commitment(S) 1.4, 2.1, 2.3, 3.4, and 4.2

Plan for 2012-2013 This section due by May 4, 2012.				Report for 2012-2013 This section due by April 1, 2013.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
1.4 Provide effective faculty and staff development in support of intellectual, professional and personal development	Number of Professional Development opportunities provided for staff.	Increase membership in and attendance at professional organization events.	Encourage staff to become active in professional organizations and provide opportunity for staff to go to conferences and workshops related to their profession.	Increased professional development opportunities for Enrollment Management Staff. Membership in OACARO, SACARO, AACARO, TAHEC, OCD/NCC, OAVCC, WAVES, OACTP, OASFAA, SWASFAA Staff Attendance: OACRAO Annual Conference, Workshop, Internal Webinar, OCD/NCC Conference, OAVCC Membership Conference, WAVES Conference, OSRHE State Conferences and Workshops; Webinars, VA Principles of Excellence Webinar, WES Webinar, SEVIS Webinar, OACTP Conference, OASFAA Conference and workshops, SWASFA Conference, FSA Conference Standard Achieved.	In Process and Complete
2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention,	(Retention) Early Alert System	Increase retention of Fall first-time full time freshman students by 3%	Implement testing of Early Alert System to identify student that need additional assistance by 4th week of classes.	Early alert testing implemented for 2012-2013. System will go live University wide Fall 2013. Standard not achieved	In Process

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2012-2013 Unit Action Plan – Year Three

Plan for 2012-2013 This section due by May 4, 2012.				Report for 2012-2013 This section due by April 1, 2013.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
and persistence toward graduation					
2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation	(Persistence) Graduation Rates	Increase graduation rates by 4% - 10% over a 4 year period.	Use predictive analytics to evaluate and identify student groups that may need additional assistance to be successful in college before they start the academic process and avail them of the services needed.	Graduation rate is on the rise. Still within 4 year period. Efforts are on-going. Ties into Early alert system set to go live Fall 2013. Standard not achieved	In Process
2.3 Involve all constituencies of the university in student recruitment and retention efforts	All deans, Department Heads, Campus Directors educated on their roles and responsibilities in the University retention effort.	Hold Campus Wide event bringing perspective students to campus and allow university faculty and staff recruit students by sharing what their department and service units have to offer.	Have events and opportunities for University staff and faculty to participate in student recruitment.	Destination RSU held October 13 and provided an opportunity for University staff and faculty to participate in student recruitment/ Early Enrollment Day held March 30 th . Students groups as well as faculty and staff participated in this recruitment and enrollment effort. TPS Days (2) – We brought Tulsa Public Students on campus to visit with faculty and staff as part of a recruitment experience. Standard Achieved	Complete
3.4 Increase enrollment of minority populations	Common Data Set, IPEDS reporting	Increase the ethnic diversity of incoming student population to reflect the diversity of the service area.	Work with local school with high numbers of minority students and arrange special recruitment days to bring these students to campus	Held TPS Days and brought students from diverse high schools to RSU as a recruitment effort. Reduced the number of schools the Tulsa area recruiters are responsible for so they can focus more on diversity recruitment. Entered into an agreement with the Cherokee nation to start cohorts of native American students.	In Process

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2012-2013 Unit Action Plan – Year Three

Plan for 2012-2013 This section due by May 4, 2012.				Report for 2012-2013 This section due by April 1, 2013.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
4.2 Pursue optimal staffing throughout the university	Staffing Peer Review	Increase staffing to similar level at comparable Carnegie model institutions.	Use evaluative tool such as NASFAA staffing model and regional institutional surveys to determine optimal staffing in departments.	Reorganized staffing to create Admission Specialist position and eliminate unnecessary second position in Testing Center. Submitted proposal for additional staff for student retention position.	In Process

Budget Request Supplement for Academic Year 2012-2013
Year Three – Strategic Planning Cycle

This section due by April 1, 2012.							This section due by May 1, 2013
University Objective	Action for 2012-2013	Requested Resources				Estimated Cost	Was the Budget Request Approved?
		Human	Financial	Physical/Capital	Other (e.g., Technology)		(Enter Amount Approved)

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2012-2013 Unit Action Plan – Year Three

1.4 Provide effective faculty and staff development in support of intellectual, professional and personal development	Provide funding for membership, and travel for conferences and professional organizations.		\$10,000 for training, travel and per diem.			\$10,000	
2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation s as needed ws as needed	Restructure Physical Office for logistical flow better efficiency, greater customer service and more work space.			\$5000 for Counters, work space, offices.		\$5000	
2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation	Restructure personnel positions and develop a retention coordinator under the Office of the Registrar to focus on early alert, predictive analytics, persistence, transfer acceptance, student completion requirements and graduation.	1FTE Estimated cost with benefits: \$33,750 annually.				\$33,750	

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2012-2013 Unit Action Plan – Year Three

<p>2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation</p>	<p>Provide computer terminals in office for applicants to utilize to complete Admission, Registrar, and Financial Aid processes to complete their files and start school.</p>				<p>6 Computers with internet access. Estimated cost: \$4000</p>	<p>\$4000</p>	
--	---	--	--	--	---	---------------	--