

# **Enrollment Management Plan: Sub-Committee Indicators of Achievement with 2015-22 Strategic Plan Alignment**

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## **Online Experience Sub-Committee**

### **IoA 1: Online Enrollment**

**Strategic Plan Alignment, Goal 1.7: Foster long-term enrollment growth with increased academic rigor through the deployment of SUU's 2015 Enrollment Management Plan.**

- I - Number of students in different enrollment categories (online-only, face-to-face (FTF) learners taking online, general education, Utah resident out-of-region, age, gender, non-resident, international, ethnicity)
- I - Number of properly enrolled sections
- I - Strategic recruitment (partnerships, leads, removal of admissions barriers)
- I - Online learning branding, to create distinctiveness

### **IoA 2: Online Student Retention**

**Strategic Plan Alignment, Goal 3.2: Strengthen SUU's academic programs and support services designed to promote student success.**

- I - Retention rates (fall-to-fall, fall-to-spring, summer-to-summer)
- I - Fiscal balance (recruitment, learning, support)
- I - Graduation rates
- I - Online-FTF retention comparisons (grades, SLOs for GE, courses)

### **IoA 3: Online Education Branding & Infrastructure**

**Strategic Plan Alignment, Goal 2.2: Create and implement a comprehensive integrated marketing and communication plan.**

- I - Number of new courses/programs offered online
- I - % of classes (and sections) taught online
- I - Online Branding

### **IoA 4: Online Student Experience and Success**

**Strategic Plan Alignment, Goal 3.1: Enhance personalized learning by embedding high-impact practices and principles of excellence into the SUU student experience.**

- I - Productive grade comparisons (A, B, C) online versus FTF for same courses
- I - Course completion rate (based on course withdrawals) online versus FTF for same courses
- I - Comparison of SLO assessment between online and FTF GE courses
- I - Online support
- I - Utilization counts for online resources for students and faculty
- I - Learner Experience Perception

## **Price & Place Sub-Committee**

### **IoA 1: Enrollment Conversion Rate**

**Strategic Plan Alignment, Goal 1.7: Foster long-term enrollment growth with increased academic rigor through the deployment of SUU's 2015 Enrollment Management Plan.**

- I - Number of applications
- I - Number of admitted students
- I - Number of enrolled students

### **IoA 2: Discount Rate: Net Revenue/Student FTE**

**Strategic Plan Alignment, Goal 1.7: Foster long-term enrollment growth with increased academic rigor through the deployment of SUU's 2015 Enrollment Management Plan.**

- I - Total dollar amount of scholarships and waivers
- I - Total institution discount rate

### **IoA 3: Discount Rate: Total Scholarships/Student FTE**

**Strategic Plan Alignment, Goal 1.7: Foster long-term enrollment growth with increased academic rigor through the deployment of SUU's 2015 Enrollment Management Plan.**

- I - Number of students receiving scholarships and waivers
- I - Total dollar amount of scholarships and waivers
- I - Total institution discount rate

### **IoA 4: Accessibility**

**Strategic Plan Alignment, Goal 1.7: Foster long-term enrollment growth with increased academic rigor through the deployment of SUU's 2015 Enrollment Management Plan.**

- I - Percent of students qualifying for PELL grants

### **IoA 5: Affordability**

**Strategic Plan Alignment, Goal 1.7: Foster long-term enrollment growth with increased academic rigor through the deployment of SUU's 2015 Enrollment Management Plan.**

- I - Number and amount of Scholarships
- I - Number of students qualifying for financial aid
- I - Percent of student on any financial aid

## **International Experience Sub-Committee**

### **IoA 1: International Enrollment**

**Strategic Plan Alignment, Goal 1.7: Foster long-term enrollment growth with increased academic rigor through the deployment of SUU's 2015 Enrollment Management Plan.**

I - Headcount by country of origin and student type (e.g. Language training, degree seeking, exchange, B visitor)

I - Admission funnel

I - Matriculation rates--Language training to degree seeking

I - Return on investment for recruitment strategies

### **IoA 2: International Student Retention**

**Strategic Plan Alignment, Goal 3.2: Strengthen SUU's academic programs and support services designed to promote student success.**

I - Fall-to-Fall retention rates

I - 4- and 6-year graduation rates by country

I - Return on investment for retention initiatives

I - Student compliance and progress

### **IoA 3: International Education Branding and Infrastructure**

**Strategic Plan Alignment, Goal 2.2: Create and implement a comprehensive integrated marketing and communication plan.**

I - Number of inquiries

I - Website that incorporates: campus photos, cost of attendance, scholarships, easy admission application, request for information, tutorials (Visa process, housing, orientation, etc.)

I - Global online presence (e.g. hot courses, Education USA, etc.)

I - Communication plan tracking prospects, inquiries and admits

### **IoA 4: International Student Experience and Success**

**Strategic Plan Alignment, Goal 3.1: Enhance personalized learning by embedding high-impact practices and principles of excellence into the SUU student experience.**

I - Number of students participating in exchange and study abroad

I - Number of domestic and international students who participate in OIA sponsored activities and excursions

I - Number of faculty who incorporate the Intercultural knowledge and competence ELO into their courses

I - Graduation Survey results for International students

## **Undergraduate Experience Sub-Committee**

### **IoA 1: Student Success**

**Strategic Plan Alignment, Goal 3.2: Strengthen SUU's academic programs and support services designed to promote student success.**

- I - First-to-second, first-to-third, first-to-fourth year University retention rates
- I - 4-and 6-year graduation rates
- I - 30/60/90 credits earned at start of second, third and fourth years
- I - % of students in good academic standing (satisfactory academic progress)
- I - % of students with a D, F, W, UW in 100-200 level courses
- I - Average first-, second-, third- and fourth-year GPA by cohort
- I - % of students engaged in co-curricular and extra-curricular activities
- I - % of students working on campus
- I - Job placement/graduate school enrollment rates
- I - Licensure exam pass rates (where applicable)

## **Academic Sub-Committee**

### **IoA 1: Student Retention**

**Strategic Plan Alignment, Goal 3.1: Enhance personalized learning by embedding high-impact practices and principles of excellence into the SUU student experience.**

**-AND-**

**Strategic Plan Alignment, Goal 3.3: Create a unified undergraduate experience that fosters a full range of core competencies.**

- I - % of students engaged in multiple High Impact Practices (HIPs) during first year
- I - % of students enrolled in FIGs
- I - Number of 1000-level and 2000-level courses with D/F/W/UW rates greater than 30%
- I - % of students enrolled in and completing LM 1010 during first year
- I - Service capacity of focused outreach programs and number of at-risk students
- I - % of academically at-risk students who receive active, structured mentoring
- I - % of faculty/staff participation in entering early alerts; number of follow-up interventions based on early alerts
- I - % of students satisfied with academic advising
- I - Average admission index score

### **IoA 2: Undergraduate Graduation Rates**

**Strategic Plan Alignment, Goal 3.1: Enhance personalized learning by embedding high-impact practices and principles of excellence into the SUU student experience.**

**-AND-**

**Strategic Plan Alignment, Goal 3.3: Create a unified undergraduate experience that fosters a full range of core competencies.**

- I - % of students who complete GE requirements by 60 credits
- I - % of students making satisfactory progress within degree program (major)
- I - # of GE courses with D/F/W/UW rates greater than 30%
- I - % of students on academic warning, probation and/or suspension

**IoA 3: Course/Major/Program Administration**

**Strategic Plan Alignment, Goal 3.3: Create a unified undergraduate experience that fosters a full range of core competencies.**

- I - Course fill rates
- I - # of bottleneck courses and/or instructional space limitations
- I - Undersubscribed major enrollment
- I - Oversubscribed major capacity

**IoA 4: Quality, Engaged and Diverse Academic Programs**

**Strategic Plan Alignment, Goal 3.3: Create a unified undergraduate experience that fosters a full range of core competencies.**

-AND-

**Strategic Plan Alignment, Goal 4.1: Recruit, retain and facilitate the development of faculty and staff known for their commitment to excellence and dedication to student success.**

- I - Regional/specialized/disciplinary academic accreditations
- I - Student performance on authentic assessments
- I - % of students who (upon graduation) are employed (by those searching for employment), placed in internships, accepted to graduate or professional schools or pursuing other formalized service activities.
- I - IDEA course evaluations by students
- I - # of courses, programs and majors that engage students in HIPs
- I - # of professional development opportunities for faculty and staff related to student success, including: academic literacies, advising and pedagogy (especially HIP pedagogies, including engagement and diversity)
- I - # of Community Engagement Projects
- I - % of curriculum that includes diversity of some kind
- I - % of students and faculty who participate in study abroad