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.

- Number of applications
- Number of admitted students
- 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.

- Total dollar amount of scholarships and waivers
- 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.

- Number of students receiving scholarships and waivers
- Total dollar amount of scholarships and waivers
- 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.

- 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.

- Number and amount of Scholarships
- Number of students qualifying for financial aid
- 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.

- Headcount by country of origin and student type (e.g. Language training, degree seeking, exchange, B visitor)
- Admission funnel
- Matriculation rates--Language training to degree seeking
- 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.

- Fall-to-Fall retention rates
- 4- and 6-year graduation rates by country
- Return on investment for retention initiatives
- 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.

- Number of inquiries
- Website that incorporates: campus photos, cost of attendance, scholarships, easy admission application, request for information, tutorials (Visa process, housing, orientation, etc.)
- Global online presence (e.g. hot courses, Education USA, etc.)
- 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.

- Number of students participating in exchange and study abroad
- Number of domestic and international students who participate in OIA sponsored activities and excursions
- Number of faculty who incorporate the Intercultural knowledge and competence ELO into their courses
- 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.

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

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