

Leading Solutions for Higher Education

Strategic Enrollment Management Planning for Student Success at Missouri State Goal Setting Report Out

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What we covered with the four councils...

- 1. What is SEM Planning Yesterday
- 2. SWOT/Stories Yesterday
- 3. Data Today
- 4. Goals Today



Discussion 1: Integrating our Guiding Principles

Group discussions identifying goals.

- 1. Stabilize enrollment short term
- 2. Grow enrollment in targeted areas
- 3. Improve retention
- 4. Facilitate successful degree and credential completion
- 5. Broaden access to underserved populations
- 6. Identify new and emerging academic programing that meets student and workforce demands
- 7. Equip students for successful career outcomes
- 8. Employ actions and modify processes that eliminate barriers that impair student success.
- 9. Raise the profile of the University
- 10.Develop a culture of enrollment growth among faculty, staff, and students



When a goal is not a goal without data

Enrollment Goal - Improve retention (from our guiding principles)

Enrollment Goal with Data - Increase retention of first year first time undergraduate baccalaureate students from year one to year two from 78% to 80% by 2025.

Strategy – Develop early intervention strategies for at risk students.

Tactics - Launch early alert system; mandatory advising for students <2.0 SGPA; others...



Important points about Enrollment Goals

- 1. These should emerge from the environmental scan, enrollment behavior research, guiding principles and our other plans.
- 2. Goals should be specific and focused:
 - Name the enrollment segment
 - Declare the starting point
 - Declare the desired state or ending point
- 3. Goals should be limited:
 - Aim for three to four connection/entry goals and three to four progress/student engagement/completion goals



Discussion 2: From Linking to Integrating to Extending

Group discussions identifying goals.

- Shape the data, SWOT and Guiding Principles further into goals that need to be addressed/resolved.
- Prioritize. What is already being addressed? What needs to be addressed?
- What GOALS can guide us to strengthen our enrollment and institutional health?
- Appoint a Scribe and Reporter. Each group will report out.



Results from the 4 Councils

Group discussions identified the following goals:

- ❖ Increase First time new in college enrollment by 2% per year through 2025.
- ❖ Increase the retention of underrepresented undergraduate students from ____% to ____% by 2025.
- ❖ Increase the number of undergraduate students who participate in high-impact practice opportunities outside of the classroom from _____ to ____ by 2025.
- ❖ Increase retention of undergraduate students by 5% by 2025.
 - Note: Within strategies we will articulate this by First Generation, Black/African American, Pell Eligible, and Transfer



Results from the 4 Councils continued...

Group discussions identified the following goals:

- ❖ Increase graduation rate of undergraduate students by 2% by 2026. (to meet 6 year graduation rates?)
- ❖ Increase the number of career oriented undergraduate certificates from _____ to ____ by 2025.
- Develop and offer up to 4 new professional doctorate degrees that meet workforce needs by 2025.
- Reduce the number of sections/courses of DFWI rates exceeding ____% by ____% by 2025.



Results from the 4 Councils continued...

Group discussions identified the following goals:

- Increase the number of undergraduate students from _____ to ____ who graduate with zero debt by 2025.
 Increase the number of undergraduate students from ____ to ____ completing career-readiness activities (internships, service learning, etc...) by 2025.
 Increase articulation agreements from ____ to ___ by 2025.
 Increase the number of undergraduate students in
- ❖ Increase the number of undergraduate students who enroll in graduate level courses from _____ to ____ by 2025.

accelerated programs from _____ to ____ by 2025.



Results from the 4 Councils continued...

Group discussions identified the following goals:

- ❖ Increase the number of dual credit online courses from _____ to ____ by 2025.
- ❖ Increase the number of university partnerships from _____ to ____ by 2025.
- ❖ Increase the number of undergraduate students taking online courses from ____% to ____% by 2025.
- ❖ Increase the number of students who are active military and their dependents seeking online undergraduate and graduate certificates from 1 student to _____ by 2025.
- Create a culture of care and belonging for all students.



Communicating with others about the plan



- 1. No one should be able to reasonably say that she/he knew nothing about the plan
- 2. Create a website
 - Post progress reports, meeting notes or other information about the plan there
 - Share rosters of any future teams created



- 3. Send an email communication at least monthly
- 4. Hold town hall meetings
 - At key points to gather community feedback





Student Success Planning Tasks Timeline



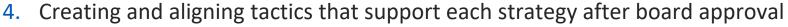
 Review internal enrollment and external environment data with Steering and 4 councils.



- Creating in draft focused enrollment goals with targets approval by Senior Leadership by mid-December
- Creating and aligning strategies due in draft to Senior leadership April 2020



- May have multiple strategies for each goal and some strategies may support more than one goal
- Councils Recommend to Steering for feedback and approval by February 2020





- May have multiple tactics for each strategy and some tactics may support more than one strategy
- Recommend to Steering for feedback and approval ongoing



5. Create actionable work plans for our strategies/tactics

