



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 programming 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 accelerated programs from _____ to _____ by 2025.
- ❖ Increase the number of undergraduate students who enroll in graduate level courses 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

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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

COMING SOON

Student Success Planning Tasks Timeline

-  1. Review internal enrollment and external environment data with Steering and 4 councils.
-  2. Creating in draft focused enrollment goals with targets – approval by Senior Leadership by mid-December
-  3. 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
-  4. Creating and aligning tactics that support each strategy after board approval
 - 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

COMING SOON