

# Strategic Enrollment Management Plan: 2019-2020

Goal	Fully Booked: Maximum Academic Program Enrollment									
Activity	Accountability Partners	Start	Finish	Assessment Measure	ASU-Newport KPI	Strategic Priority	Institutional Learning Activity	HLC Criterion	ADHE Productivity Measure	Budget
<b>Evaluate Marketing Plans/Expenditures to assess effectiveness</b>	Marketing & Communications	Ongoing	Ongoing	Report Mkt Conversions & determine ROI	Total Headcount & FTE Productivity Funding Score	SP:2 SP:3	Not Applicable due to not directly assessing student learning	5C	Effectiveness	TBD
<b>Define &amp; Communicate Program Enrollment Capacity</b>	Academics	6/2019	11/2019	Capacity Report will be provided to EMC	PACE	SP:1 SP:2	Not Applicable due to not directly assessing student learning	5B	Effectiveness	TBD
<b>Establish Schedule for Regular Reports</b>	Institutional Research / ITS	6/2019	11/2019	Report Schedule communicated to EMC	Productivity Funding Score	SP:2	Not Applicable due to not directly assessing student learning	5C	Effectiveness	TBD
<b>Create Regular Reports from CRM and Marketing</b>	CRM - ITS/SA Mkt-Marketing	Ongoing	Ongoing	Completion of Reports to EMC	PACE	SP:2	Not Applicable due to not directly assessing student learning	1B & 5C	Effectiveness	TBD
<b>Define Data Needs</b>	List Below	6/2019	11/2019	IR provide Needs to EMC	Productivity Funding Score	SP:1 SP:2	Not Applicable due to not directly assessing student learning	5D	Effectiveness	TBD

## Data Needs: Demographics by Academic Program Enrollment

- Gender
- Age-Average and Range
- Hometown
- Expected Family Contribution
- First-Time Entering/Transfer
- Parental Education Attainment
- Degree Intent (By Type 1, 2, or 3)

## Perkins V Indicators

(Retention: use to determine needs for academic/social/financial supports)

- Number of non-traditional program participants (by program)
- Credential Attainment
- Number of students with disabilities
- Number of economically disadvantaged students
- Number of single parents
- Number of out-of-workforce individuals
- Number of individuals for whom English is a second language
- Number of homeless students
- Number of students who have aged out of the foster care system
- Number of students whose parents are members of the armed forces on active duty

Goal	Boarding the Plane: Effective and Efficient Admissions									
Activity	Accountability Partners	Start	Finish	Assessment Measure	ASU-Newport KPI	Strategic Priority	Institutional Learning Activity	HLC Criterion	ADHE Productivity Measure	Budget
<b>Develop a simplified application process (general admission then special programs)</b>	Admissions, Deans, & ITS	Spring 2020	Spring 2021	Student Focus Group Results	Student Satisfaction Indicator (CCSSE)	SP:1 SP:2	Communication Reasoning	5D	Effectiveness	TBD
<b>Streamline general admissions document processing</b>	Admissions	Ongoing	Ongoing	Reduce average document processing by 8 hours (AY 17-18 to AY 18-19)	Student Satisfaction Indicator (CCSSE)	SP:1 SP:2	Communication Reasoning	5D	Effectiveness	TBD
<b>Recruitment Plan</b>	Admissions	6/2019	10/2019	Completed and Implemented Recruitment Plan	Student Headcount FTE	SP: 2 SP: 3	Not Applicable due to not directly assessing student learning	1D	Effectiveness	TBD

Goal	Flight Plan: Program and Course Placement									
Activity	Accountability Partners	Start	Finish	Assessment Measure	ASU-Newport KPI	Strategic Priority	Institutional Learning Activity	HLC Criterion	ADHE Productivity Measure	Budget
<b>Develop a qualified NAVIGATOR for each campus year-round</b>	Student Affairs	7/2019	Spring 2020	≤1% Increase Retention Fall 2018 to Spring 2019 Increased Fall 2019 Headcount	1 <sup>st</sup> Year Retention Rate Student Satisfaction Indicator (CCSSE)	SP:1 SP:2	Communication Reasoning Responsibility	5A	Effectiveness Affordability	TBD
<b>Continue Registration Stations to increase retention</b>	Academics/ Enrollment Services	Ongoing	Ongoing	≤1% Increase Retention Fall 2018 to Spring 2019	1 <sup>st</sup> Year Retention Rate	SP:1	Communication Reasoning Responsibility	5D	Effectiveness Affordability	TBD
<b>Explore career aptitude assessment to ensure program fit</b>	Academics/ Admissions	Fall 2019	Spring 2020	Provide options to EMC and Executive Cabinet	1 <sup>st</sup> Year Retention Rate Student Satisfaction Indicator (CCSSE)	SP:1	Communication Reasoning Responsibility	5D	Effectiveness Affordability	TBD
<b>Utilize NAVIGATORS to guide undecided students for degree placement</b>	Student Affairs	Fall 2019	On-going	Reduce Change of Majors in Spring 2019 (Spring to Spring)	Degrees Awarded 3-Year Graduation Rate	SP:1	Communication Reasoning Responsibility	3D	Effectiveness Affordability	TBD

Goal	In-Flight Service: Student Engagement									
Activity	Accountability Partners	Start	Finish	Assessment Measure	ASU-Newport KPI	Strategic Priority	Institutional Learning Activity	HLC Criterion	ADHE Productivity Measure	Budget
<b>Develop Student Advising Checkpoints</b>	Student Affairs	7/2019	On-going	CNS & MyCampus activities with "Checking In" subject line	1 <sup>st</sup> Year Retention Rate	SP:1	Communication	3D	Effectiveness Affordability	TBD
<b>Introduce Financial Literacy as a component of student success at ASUN</b>	Student Affairs	7/2019	On-going	CANVAS Course created	Student Satisfaction Indicator (CCSSE)	SP:1 SP:2	Reasoning Responsibility	1C1	Effectiveness	TBD
<b>Utilize Mascot &amp; events to further student life</b>	Student Affairs	Ongoing	Ongoing	Student attendance at events & engagement w/ACE	Student Satisfaction Indicator (CCSSE)	SP: 1 SP: 2 SP: 3	Communication	1B	Effectiveness	TBD
<b>Create Student Focus Groups to guide student enrollment/engagement</b>	SEM & ASTATE Business	Fall 2019	Spring 2020	Report Focus Group results to EMC & Exec. Cab.	Student Satisfaction Indicator (CCSSE)	SP:1	Reasoning Communication Responsibility	4C	Effectiveness	TBD
<b>Integrate M&amp;C into automated communications (Communications Audit)</b>	M&C/ITS  (M&C / Admissions)	Fall 2019	Spring 2020	Entire list of Automated Responses Edited or Approved by M&C.	1 <sup>st</sup> Year Retention Rate Student Satisfaction Indicator (CCSSE)	SP:1 SP:2	Communication	5A	Effectiveness Affordability	TBD

Goal	Wheels Down: Student Goal Attainment									
Activity	Accountability Partners	Start	Finish	Assessment Measure	ASU-Newport KPI	Strategic Priority	Institutional Learning Activity	HLC Criterion	ADHE Productivity Measure	Budget
<b>Increase number of intent to graduate forms submitted before deadline</b>	Academics, Admissions, Marketing & Communications	Fall 2019	Spring 2020	≤3% Increase in Intent to Graduate Forms by Spring 2019	Degrees Awarded	SP:1	Communication	5D	Effectiveness Affordability	TBD
<b>Identify students eligible for transfer and create transfer plan</b>	Student Affairs (NAVIGATORS)	Fall 2019	Spring 2020	Increase our Transfer funding measure by TBD	Productivity Funding Score	SP:1	Reasoning Responsibility Communication	5D	Effectiveness	TBD
<b>Identify ASUN's barrier courses and recommend academic interventions</b>	SEM	Fall 2019	Spring 2020	Report findings to EMC, AA, and Exec. Cabinet	Graduation Rate Retention Rate Productivity Funding Score	SP:1	Reasoning Communication	3D	Effectiveness Affordability	TBD