# 2023-2024 Strategic Goals: Enrollment Management

**Draft**

<table>
<thead>
<tr>
<th>Goal Area</th>
<th>On-Campus Recruitment</th>
<th>Online Recruitment</th>
<th>Dual Enrollment</th>
<th>Retention &amp; Student Success</th>
<th>New Programs</th>
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</table>
| **Objectives** | Increase on-campus enrollment  
- Implement pathway programs for long-term enrollment stability | Increase online enrollment  
- Add business and industry pathways for long-term enrollment stability | Minor increase and then maintain dual-enrollment | Increase first-to-second year retention rate for all students  
- Increase 4-year and 6-year graduation rates  
- Eliminate retention and graduation rate gaps for under-represented student populations | Develop new academic offerings to support recruitment  
- Professional degree programs  
- Psychology major  
- Secondary education subject areas  
- Certificates |
| **Highlighted Strategies and Activities** | Implement Slate, Common App, etc.  
- Implement test-optional, holistic review  
- Data-informed target marketing and recruitment by program, region, and student demographics (see diversity, equity, and belonging goal)  
- New athletic programs (i.e., hockey)  
- Articulation agreements and recruitment with community colleges  
- Data-informed financial aid leveraging | Implement Slate, Common App, etc.  
- Implement test-optional, holistic review  
- Data-informed target marketing and recruitment by program, region, and student demographics (see diversity, equity, and belonging goal)  
- Data-informed financial aid leveraging  
- Business and industry partnerships to funnel student cohorts to UMN Crookston | Increased marketing and promotion of CIHS  
- Outreach and advising for PSEO students in Crookston and the region including holistic review | Implement the FYE programs including UMC 1200 and 1202  
- Implement student success orientation for recruitment, yield, and orientation activities  
- Implement professional advising plus student success team (including faculty mentors) for all students  
- Implement data-informed early intrusive advising model out of the Student Success Center  
- Roll out cocurricular programs for students of color and other | Professional degree programs – management and/or communication jointly offered with a UMN system campus  
- Psychology major (joint with UMM?)  
- Secondary education subject areas – English, General Science, others?  
- Non-degree certificate programs |
<table>
<thead>
<tr>
<th>Metrics</th>
<th>People Responsible</th>
</tr>
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<tbody>
<tr>
<td>• Implement pathway programs to fuel continued • Enhance campus engagement in res halls and education programming</td>
<td>Vice Chancellor, Director of Enrollment Management, Director of Student Success and Academic Advising, Director OIE</td>
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<tr>
<td>• Attain 900 on-campus students by Fall 2023 • Annual recruitment of 240 on-campus students (NHS+NAS) with 80% first-to-second year retention will yield 900 students on-campus • Secure applicant pools that meet metrics for diversity, equity, and belonging</td>
<td>Vice Chancellor, Director of Enrollment Management, Director of Student Success and Academic Advising, Director OIE</td>
</tr>
<tr>
<td>• Attain 1,200 on-line students by Fall 2023 • Annual recruitment of 310 online students with 80% first-to-second year retention will yield 1,200 students on-campus • Secure applicant pools that meet metrics for diversity, equity, and belonging</td>
<td>Director of Enrollment Management, CIHS Coordinator, Director of Student Success and Academic Advising, Director OIE</td>
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<tr>
<td>• Attain and maintain 900 non-degree dual-enrollment students per year</td>
<td>Vice Chancellor, Director of Enrollment Management, Director of Student Success and Academic Advising, Director OIE</td>
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<tr>
<td>• 80% first-to-second year retention rate • 15% 3-year graduation rate • 50% 4-year graduation rate • 70% 6-year graduation rate • Eliminate retention and graduation rate gaps • Add graduation rates for online?</td>
<td>Vice Chancellor, Unit Heads, Director OIE, Faculty</td>
</tr>
</tbody>
</table>

People Responsible: Vice Chancellor, Director of Enrollment Management, Director of Student Success and Academic Advising, Director OIE