

2023-2024 Strategic Goals: Enrollment Management

Draft

Goal Area	On-Campus Recruitment	Online Recruitment	Dual Enrollment	Retention & Student Success	New Programs
Objectives	<ul style="list-style-type: none"> • Increase on-campus enrollment • Implement pathway programs for long-term enrollment stability 	<ul style="list-style-type: none"> • Increase online enrollment • Add business and industry pathways for long-term enrollment stability 	<ul style="list-style-type: none"> • Minor increase and then maintain dual-enrollment 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Develop new academic offerings to support recruitment <ul style="list-style-type: none"> ○ Professional degree programs ○ Psychology major ○ Secondary education subject areas ○ Certificates
Highlighted Strategies and Activities	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Increased marketing and promotion of CIHS • Outreach and advising for PSEO students in Crookston and the region including holistic review 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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

	<ul style="list-style-type: none"> Implement pathway programs to fuel continued 			<ul style="list-style-type: none"> underrepresented groups Enhance campus engagement in res halls and education programming 	
Metrics	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Attain and maintain 900 non-degree dual-enrollment students per year 	<ul style="list-style-type: none"> 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? 	<ul style="list-style-type: none"> Professional degree implemented New majors with enrollment to sustain ratio of five students per credit in major courses
People Responsible	Vice Chancellor, Director of Enrollment Management, Director of Student Success and Academic Advising, Director OIE	Vice Chancellor, Director of Enrollment Management, Director of Student Success and Academic Advising, Director OIE	Director of Enrollment Management, CIHS Coordinator, Director of Student Success and Academic Advising, Director OIE	Vice Chancellor, Director of Enrollment Management, Director of Student Success and Academic Advising, Dean (?) of Students, Director OIE	Vice Chancellor, Unit Heads, Director OIE, Faculty