

SUMMARY OF UPDATES
MADE TO THE
2011 - 2012
HSU ENROLLMENT MANAGEMENT PLAN

V. RETENTION AND GRADUATION FOR ALL STUDENT CATEGORIES

Section wide

Minor edits indicate where planned actions have actually been initiated and will continue.

Reorganization of some specific items that align better with a different strategy than with the ones under which they were initially placed. For example, "Study why students leave and why students stay, initially listed under Strategy 3 ("Establish, implement and evaluate effective intervention strategies to determine and serve at-risk students") has been moved to Strategy 1 ("Continue research focused on creating greater understanding of factors affecting student success and completion").

Strategy 1: "Continue research focused on creating greater understanding of factors affecting student success and completion"

Added specific areas to research

Strategy 2: "Reinstate First Year Experience seminars for all first-time students"

Revised to reflect the effectiveness of pilot projects and the subsequent formation of a task force to develop a proposal for a mandatory first-year seminar that satisfies GE Area E.

Strategy 3: "Establish, implement and evaluate effective intervention strategies to determine and serve at-risk students"

Revised to move away from generic actions and toward interventions informed by the Early Alert system, acquisition of which is planned for this academic year.

Strategy 4: "Enhance university-wide academic advising, career advising and academic support efforts"

Combined several specific actions related to academic and career advising into a broader action focused on developing a comprehensive plan for academic advising by the end of this academic year.

Strategies 4 & 5:

In response to continued limitations on the number of credits that a student can carry each semester, actions to review and eliminate credit for supplemental and co-curricular activities have been added to both Strategy 4 (“Enhance university-wide academic advising, career advising and academic support efforts”) and Strategy 5 (“Increase attention to student involvement initiatives”).

Strategy 5: “Increase attention to student involvement initiatives”

Added actions related to evaluating and coordinating student involvement activities.

Strategy 6: “Enhance ‘customer services’ throughout the university”

Added action related to evaluating customer service practices

Strategy 7: “Develop and implement a plan utilizing strategies 1-6 to eliminate the achievement gap for underrepresented minority students (URM)”

Revised to reflect the establishment of DISSCo (the Diversity and Inclusive Student Success Collaborative)

Added the role of the Diversity and Inclusion Advisory Council in the development of the Campus Diversity Plane)

VI. RECRUITMENT

Section wide

The major change to the recruitment plan this year was adjusting for the change to the policy of counting Western Undergraduate Exchange students as resident FTES. By no longer counting these students in the resident target, it results in a loss of over 400 FTES. To make up this FTES the recruitment plan was modified to set the California FTF target at 1400 and UDT target to 1000. Strategies put into place for this increased target in FTF and UDT were to purchase only California names in our search buy (100,000). Last year, we purchased 115,000 names spread out across CA and many western states. The intent is to saturate the California market to drive up applications and, ultimately, enrollment. Additionally, an on-campus based recruiter was re-assigned to the Bay area as a regional recruiter. This market is in close proximity to the campus yet it is one of the weakest markets in terms of enrollment. Our goal is to increase the number of enrolled students to help with our needed growth, but also improve retention. Transfer student recruitment is being addressed with additional outreach to community colleges within a day's drive like Santa Rosa and Shasta. We are looking at forming partnerships with these colleges to assist in building awareness of Humboldt State.

VII. INTERNATIONAL

STRATEGIES:

1. High quality recruitment materials have been developed. Next steps include the dissemination of HSU's promotion materials to support a variety of different approaches and initiatives in support of international student recruitment.
2. The country recruitment plan for China has been established and HSU now has an office in Beijing with sub branches in several regional cities. Country representatives in several other countries, such as Korea and Japan, have been identified. Next steps include expanding the network based upon available data for the student population as well as existing partnerships.
3. HSU now has an articulation with the ACT owned General Assessment Certificate which has Centers around the world. Next steps include getting recruitment materials to the Centers and continue to expand with other pathway programs such as the British HND.
4. HSS has multiple recruitment contracts that have been signed. Next steps include continuing to expand a network of recruitment agencies in multiple countries to send individual students to HSU.
5. Recruitment materials targeted for community college transfer students have been developed. Next steps include continuing to improve HSU's ability to recruit international students currently attending US community colleges. Additionally, establish an articulation with Central College in Washington.
6. A new and greatly improved website has been developed. Continue to improve the newly developed CIP web presence.

VIII. FINANCIAL AID AND SCHOLARSHIPS

Strategy 1: Hire a firm to consult on leveraging for recruitment and retention

Strategy 2: Finalize scholarship awarding. Many scholarships awarded in 12-13 with regular April 1 awarding of aid. Almost all will be in 13-14.

Implement Financial Aid Advisory Committee - expected to convene Fall 2012.

Finalize required participation in STARS - expected complete campus buy in for 13-14.

Deleted: "Modify FA awarding policies" - this task completed.

Strategy 4: Changed "develop proactive approach by FAO to assist aid recipients in timely progress to degree"

Strategy 5: Language adjusted to more active verbs. This task is in ongoing development.

IX. MANAGING PROGRAM SIZE, STRUCTURE, AND SCHEDULE

Section wide

The goals' section was expanded to include program structure and schedule as well as program size.

In support of the goal to establish mandatory milestones for degree programs, the University Senate passed a policy allowing departments to establish benchmarks and milestones. At this point some programs, particularly in the sciences, are looking at creating these milestones. To date, there has not been wide adoption of the program.

The next step in managing program size, structure and schedule will be to move toward pre-majors and impaction in order to match resource allocation with program size. That strategy was added to this section. Another new strategy in this section is to review and revise course scheduling in order to support students' timely progress through the program as represented by the prescriptive degree maps.

X. MARKETING AND COMMUNICATIONS

Strategy 3: Added bullets about our intentions to hire a consultant in the 2013-14 academic year to help define the overall approach for building our reputation and name recognition, and to provide an integrated marketing strategy for the next 5-10 years. Also to work with a consultant to redo the perception study that Noel Levitz did in 2005.

Included supporting employee recruitment, philanthropy and grant-seeking as intended outcomes for Strategy 3.