

## 2023 - 2024 Strategic Goals: Enrollment Management

Goal Area	On-Campus Recruitment	Online Recruitment	Dual Enrollment	Retention & Student Success	New Programs
<b>Objectives</b>	<ul style="list-style-type: none"> <li>Increase on-campus enrollment</li> <li>Implement pathway programs for long-term enrollment stability</li> </ul>	<ul style="list-style-type: none"> <li>Increase online enrollment</li> <li>Add business and industry pathways for long-term enrollment stability</li> </ul>	<ul style="list-style-type: none"> <li>Minor increase and then maintain dual-enrollment</li> </ul>	<ul style="list-style-type: none"> <li>Increase first-to-second year retention rate for all students</li> <li>Increase 4-year and 6-year graduation rates</li> <li>Eliminate retention and graduation rate gaps for under-represented student populations</li> </ul>	<ul style="list-style-type: none"> <li>Develop new academic offerings to support recruitment               <ul style="list-style-type: none"> <li>Professional degree programs</li> <li>Psychology major</li> <li>Secondary education subject areas</li> <li>Certificates</li> </ul> </li> </ul>
<b>Highlighted Strategies and Activities</b>	<ul style="list-style-type: none"> <li>Implement Slate, Common App, etc.</li> <li>Implement test-optional, holistic review</li> <li>Data-informed target marketing and recruitment by program, region, and student demographics (see diversity, equity, and belonging goal)</li> <li>New athletic programs (i.e., hockey)</li> <li>Articulation agreements and recruitment with community colleges</li> <li>Data-informed financial aid leveraging</li> <li>Implement pathway programs to fuel continued</li> </ul>	<ul style="list-style-type: none"> <li>Implement Slate, Common App, etc.</li> <li>Implement test-optional, holistic review</li> <li>Data-informed target marketing and recruitment by program, region, and student demographics (see diversity, equity, and belonging goal)</li> <li>Data-informed financial aid leveraging</li> <li>Business and industry partnerships to funnel student cohorts to UMN Crookston</li> </ul>	<ul style="list-style-type: none"> <li>Increased marketing and promotion of CIHS</li> <li>Outreach and advising for PSEO students in Crookston and the region including holistic review</li> </ul>	<ul style="list-style-type: none"> <li>Implement the FYE programs including UMC 1200 and 1202</li> <li>Implement student success orientation for recruitment, yield, and orientation activities</li> <li>Implement professional advising plus student success team (including faculty mentors) for all students</li> <li>Implement data-informed early intrusive advising model out of the Student Success Center</li> <li>Roll out cocurricular programs for students of color and other underrepresented groups</li> <li>Enhance campus engagement in res halls and education programming</li> </ul>	<ul style="list-style-type: none"> <li>Professional degree programs - management and/or communication jointly offered with a UMN system campus</li> <li>Psychology major (joint with UMM?)</li> <li>Secondary education subject areas - English, General Science, others?</li> <li>Non-degree certificate programs</li> </ul>
<b>Metrics</b>	<ul style="list-style-type: none"> <li>Attain 900 on-campus students by Fall 2023</li> <li>Annual recruitment of 240 on-campus students (NHS+NAS) with 80% first-to-second year retention will yield 900 students on-campus</li> <li>Secure applicant pools that meet metrics for diversity, equity, and belonging</li> </ul>	<ul style="list-style-type: none"> <li>Attain 1,200 on-line students by Fall 2023</li> <li>Annual recruitment of 310 online students with 80% first-to-second year retention will yield 1,200 students on-campus</li> <li>Secure applicant pools that meet metrics for diversity, equity, and belonging</li> </ul>	<ul style="list-style-type: none"> <li>Attain and maintain 900 non-degree dual-enrollment students per year</li> </ul>	<ul style="list-style-type: none"> <li>80% first-to-second year retention rate</li> <li>15% 3-year graduation rate</li> <li>50% 4-year graduation rate</li> <li>70% 6-year graduation rate</li> <li>Eliminate retention and graduation rate gaps</li> <li>Add graduation rates for online?</li> </ul>	<ul style="list-style-type: none"> <li>Professional degree implemented</li> <li>New majors with enrollment to sustain ratio of five students per credit in major courses</li> </ul>
<b>People Responsible</b>	<ul style="list-style-type: none"> <li>Vice Chancellor</li> <li>Director of Enrollment Management</li> <li>Director of Student Success and Academic Advising</li> <li>Director OIE</li> </ul>	<ul style="list-style-type: none"> <li>Vice Chancellor</li> <li>Director of Enrollment Management</li> <li>Director of Student Success and Academic Advising</li> <li>Director OIE</li> </ul>	<ul style="list-style-type: none"> <li>Director of Enrollment Management</li> <li>CIHS Coordinator</li> <li>Director of Student Success and Academic Advising</li> <li>Director OIE</li> </ul>	<ul style="list-style-type: none"> <li>Vice Chancellor</li> <li>Director of Enrollment Management</li> <li>Director of Student Success and Academic Advising</li> <li>Dean (?) of Students</li> <li>Director OIE</li> </ul>	<ul style="list-style-type: none"> <li>Vice Chancellor</li> <li>Unit Heads</li> <li>Director OIE</li> <li>Faculty</li> </ul>