### Objectives
- Increase on-campus enrollment
- Implement pathway programs for long-term enrollment stability

### 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 pathway programs to fuel continued/next
degree dual enrollment
- Implement data-informed early intrusive advising model out of the Student Success Center
- Roll out cocurricular programs for students of color and other underrepresented groups
- Enhance campus engagement in res halls and education programming

### Metrics
- 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
- Maintain 1,200 online 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
- Attain and maintain 900 non-degree dual-enrollment students per year
- 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?

### People Responsible
- Vice Chancellor
- Director of Enrollment Management
- Director of Student Success and Academic Advising
- Director OIE

### 2023 - 2024 Strategic Goals: Enrollment Management

<table>
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<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>
</tr>
</thead>
</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  
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● Implement pathway programs to fuel continued/next
degree dual enrollment | ● 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  
● 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 underrepresented groups  
● Enhance campus engagement in res halls and education programming | ● 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 |
| **Metrics** | ● Attain 900 on-campus students by Fall 2023  
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| **People Responsible** | Vice Chancellor  
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Director of Enrollment Management  
Director of Student Success and Academic Advising  
Dean (?) of Students  
Director OIE | Vice Chancellor  
Unit Heads  
Director OIE  
Faculty |