Online Assessment Tracking Database

Sam Houston State University (SHSU)
2014 - 2015

Enrollment Management, Vice President

Online Assessment Tracking Database | Sam Houston State University

Goal **Competitive Packaging Strategy** 🔑

Create a competitive packaging strategy for undergraduate student recruitment.

Objective (P) **Enrollment Audit** 🔑

Incorporate goal specific recommendations for competitive marketing based on findings from the enrollment audit team of Miller and Cook, Associates.

KPI Performance Indicator **Miller/Cook Analysis** 🔑

Targeted populations of potential students will receive information specific to the needs of the population as it matches Sam Houston State University.

Result **Departmental Training** 🔑

The departments of Undergraduate Admissions and Financial Aid created counselor teams to assist incoing students. The teams cross-trained in each department to create a seamless connection for students and parents between the two offices.

KPI Performance Indicator **Student Financial Aid And Undergraduate Admissions Cooperative** 🔑

Student Financial Aid and Undergraduate Admissions will meet regularly to plan and execute the Competitive Marketing Plan.

Result **Competitive Packaging Target Population** 🔑

Once the variables were established by the enrollment management team, specific guidelines were used to purchase names from ACT and SAT test scoring companies. The variables related to: program of interest, test score, and ranking of Sam Houston State University on the FAFSA application. The analysis of these variables concluded that this group of students were more likely to enroll and be successful at SHSU; therefore, the scholarship amounts were awarded to the accepted students from this group. For Fall 2015, we have 75 enrolled students in this program from the 153 accepted.

Goal **Graduate Application Processing** 🔑

Graduate application processing will improve.

Objective (P)   **Processing Time** 🔑

Graduate application processing time will improve with faster communication to applicants.

KPI Performance Indicator   **Graduate Enrollment Growth** 🔑

As applicants receive acceptance notification at a faster rate, graduate enrollment numbers will increase.

Result   **Fall 2015 Graduate Enrollment** 🔑

There have been several changes within graduate enrollment that are college specific. For example, some graduate programs have created cohorts that begin within a certain semester, whereas in the past, students could begin the programs in any semester. With this change, graduate enrollment has fluctuated since the beginning of registration. However, we are starting to see an increase as we near the beginning of the fall semester.

Goal   **Foster A Qualified Workforce** 🔑

Incorporate the leadership training practices and techniques into each Enrollment Management department for sustainable change for building relational capacity within the division.

Objective (P)   **Increased Training Opportunities** 🔑

Managers within the division will ensure that staff trainings occur in compliance with new guidelines from Human Resources.

KPI Performance Indicator   **Training Support** 🔑

Vice President for Enrollment Management will assist departments with training opportunities and actively engage staff in ongoing leadership reinforcement.

Result   **Training Opportunities** 🔑

The VP for Enrollment Management has initiated a couple of leadership training opportunities within the year to help directors continue leading with appropriate tools for their staff. Each training involves employees for different departments to build relationships as we work together.