



Online Assessment Tracking Database


Sam Houston State University (SHSU)
2014 - 2015

Enrollment And Communications

Goal	Recruitment And Enrollment  To provide affordable, quality education to a diverse population by recruiting and enrolling qualified freshman, transfer, adult learners and graduate students for admission.
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Objective (P)	Competitive Marketing Team  Streamline the graduate admissions enrollment process by hiring a graduate e-communication person to implement Hobson's in the admissions process.
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KPI Performance Indicator	Qualified Communication Staff  Qualified staff hired. Communication plan used with prospective graduate students from inquiry through enrollment. Associate Director Lauren Sears began to implment a mult-chanel communication plan.
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KPI Performance Indicator	Online Communication For Graduate Students  Create the intial foundation of the yield rates from application to acceptance for graduate students through online communication.
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Goal	Identify An Appropriate Enrollment Management Tool (EMT) Hobson/Recruiter Identifing an appropriate enrollment management tool (EMT) Hobson/Recruiter would allow our Department to stream line communication, provide a portal for advising, increase reporting and tracking from recruiting to enrollment to graduation, and allow for additional or supplemental application materials.
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<p>Objective (P)</p>	<p>Streamline Communication 🔑</p> <p>Streamline communication to students, provide a portal for advising. Increase reporting and tracking from the start of recruitment to time of enrollment to graduation. Allow for supplemental opportunities for additional application materials.</p>
<p>KPI Performance Indicator</p>	<p>Cost Analysis 🔑</p> <p>Cost benefit analysis of various enrollment management tools (EMT) available.</p>
<p>Result</p>	<p>Ellucian Recruiter 🔑</p> <p>The main reasons for implementing the Ellucian Recruiter CRM were that it would cost less than the current CRM yearly contract and hopes to increase efficiency and combine resources. The initial implementation budget was projected to be absorbed by the second year of usage savings versus our current CRM cost.</p>
<p>Result</p>	<p>Implementation Set Back 🔑</p> <p>With multiple set backs Ellucian's SWAT team's recommendation was for us to wait for the latest release of Recruiter version 4.0. The original release date was January 2015 but it was not ready. The current release date is the end of September 2015. SHSU's Graduate Admissions implementation is currently on hold pending this release.</p>
<p>Goal</p>	<p>Recruit And Identify Higher Quality Undergraduate Students</p> <p>New strategic plan: Competitive Packaging Program "Sam Scholar". A recruiting program to identify higher quality students that more than likely would not have applied to SHSU on their own. This program will develop scholarship packages for these individuals based on test score and high school GPA. Goal is to attract higher quality students to support the new College of Health Sciences and all other academic programs as SHSU.</p>

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<p>Objective (P)</p>	<p>Sam Scholar</p> <p>Competitive Packaging Program – a recruiting program to identify higher quality students that more than likely would not have applied to SHSU on their own. This program will develop scholarship packages for these individuals based on test score and high school GPA. Goal is to attract higher quality students to support the new College of Health Sciences and all other academic programs as SHSU. We intend on targeting 20K students who have not applied to SHSU that fall within a test score of 23-31. Our goal is to have 3K apply to SHSU and have at least 500 enroll with SHSU.</p> <hr/> <p>Build a team to support the program by utilizing current employees within Admissions, Financial Aid, and Enrollment Management.</p> <p>The team will create the appropriate messagin, monitor distribution of messages and udpate messages as needed. The messaging includes dollar amounts for specific sholarship. The team lead will monitor the distribution amounts to make sure that we are staying within budget.</p> <p>This is not a short term program. We will implement and adjust as needed but this will become an enduring program in order to support our academic programs.</p>
<p>KPI Performance Indicator</p>	<p>Qualified Team And Team Lead</p> <p>Appoint a team lead to CPP and utilize staff within Admissions, Enrollment Management and Financial Aid.</p>
<p>Result</p>	<p>Team Transitions</p> <p>Christine Gann was appointed as the CPP team lead and included a team of Rachel Somers and Mauri Martin from Enrollment Communications, Lydia Hall and Brandi Jones from Financial Aid. Due to implementation of another project Christine Gann was replaced by Program Marketing Coordinator Meghan Burton was appointed to be Team Lead assisted by Rachel Somers</p>
<p>KPI Performance Indicator</p>	<p>Miller/Cook & Associates, Inc. And Capture Higher Ed</p> <p>Utilizing third party vendors for initial setup process. Although this is a proven recruitment tool, it is a completely new program and a completely new way of thinking for recruiting students at SHSU. Although we have had an increase in enrollment over the last 7 years, we must begin to attract higher quality student especially with the possibility of outcome based funding. Additionally, the</p>

university has announced the new College of Health and Sciences. The new programs that will be housed in this college require a higher quality student. For example, the current average ACT score in the US is 20. However, the average ACT score of health science majors is 24. We have to attract the higher quality student to ensure that they have the academic standing needed to be successful in health science programs

Result

Establishing Goals 🔑

Miller/Cook & Associates as well as Capture Higher Ed allowed for SHSU and Sam Scholar to establish a starting point in our competitive packaing project. The vendors helped establish realistic goals and set the CPP team on the right track. After our pilot year ended we have decided to no longer utilize the vendors as an in-house team is now able to manage the communication plans and work with prosepctive students.
