

UNIT REPORT

Enrollment Management, Vice President  
SACSCOC REPORT

Enrollment Management, Vice President

Educated Workforce

Goal Description:

To meet the student enrollment, graduation and employment goals in response to national, state, and regional demand by preparing an educated workforce.

RELATED ITEMS

RELATED ITEM LEVEL 1

Texas Wokforce

Performance Objective Description:

Place current graduates in the Texas workforce within one year of graduation.

RELATED ITEM LEVEL 2

Coordinating Board Exit Report Data

KPI Description:

The percentage of students graduating from Sam Houston State in 2015-16 and placed in the Texas Workforce and/or in graduate school within one year of graduation.

Results Description:

82.6% are in the workforce or attending graduate school in Texas.

Institutional Data

Goal Description:

To serve as a centralized source for the analysis and dissemination of institutional data to support planning, review, and informed decision making.

RELATED ITEMS

RELATED ITEM LEVEL 1

Presidential Requests

Performance Objective Description:

To provide relevant information in an accurate, timely and understandable format.

RELATED ITEM LEVEL 2

Data for the President

Indicator Description:

The President is the point person for disseminating data to outside entities. The EM Division is a primary source for collecting and summarizing current and relevant information.

Criterion Description:

Enrollment Management maintains current access to local, statewide and national databases. Customized data requests are also available.

Findings Description:

The President requests this type of information for news sources, state of the university address, legislators, advisory boards, and potential/current donors. The Enrollment Management staff validates the data provided.

RELATED ITEM LEVEL 2

Data for the President

KPI Description:

The President has accurate, timely, useful information when she disseminates or provides data to outside entities.

Results Description:

When the President requests information for news sources, state of university address, legislators, advisory boards and potential/current donors, the data is used to make future decisions about the university.

Optimize Communication

**Goal Description:**

Expand the university's competitive advantage by optimizing delivery of communication and services for the emerging needs of new and current students.

RELATED ITEMS -----

RELATED ITEM LEVEL 1

**Timely Communication**

**Performance Objective Description:**

Enhance timely communication for student action.

RELATED ITEM LEVEL 2

**Text Messaging**

**Indicator Description:**

Strategically incorporate texting to students for financial aid and registrar office related deadlines.

**Criterion Description:**

Increase the timeliness of current student document submission.

**Findings Description:**

Financial Aid and Registrar Office had increased student traffic (telephone and in person) and submission of paperwork prior to deadlines.

RELATED ITEM LEVEL 2

**Text Messaging**

**KPI Description:**

By using text messaging to remind students of deadlines in financial aid and registrar's office, Sam Houston State will improve completion of student records to make decisions.

**Results Description:**

The software was not available for mass messaging.

**Recruitment**

**Goal Description:**

To provide affordable, quality education to a diverse population by recruiting and enrolling qualified freshmen, transfer, adult learners and graduate students for admission.

RELATED ITEMS -----

RELATED ITEM LEVEL 1

**60x30**

**Performance Objective Description:**

Review and analyze new statewide 60x30 recruitment and enrollment KPI's for these markets.

RELATED ITEM LEVEL 2

**60x30 Ad Hoc Committees**

**Indicator Description:**

Strategic Enrollment Management 60x30 ad hoc committees will be created. The categories are Marketable Skills, Student Debt, Completion and Adult Learner Market.

**Criterion Description:**

Implementation plans from each committee will be finalized by April 2017.

**Findings Description:**

THECB has not provided statewide KPI's as of August 2016. The ad hoc committees continue to work on implementation plans based on institutional goals. Statewide information will be added when available.

RELATED ITEM LEVEL 2

**60x30 Committees**

**KPI Description:**

Three subcommittees will be formed, each with a chair and invited committee members. The subcommittees will marketable skills, student debt and completion and adult learner market.

**Results Description:**

The co chairs for marketable skills are Angie Taylor, Director of Admissions and Nancy Baker, faculty member and a total of six additional committee members. The chair for the student debt committee is Kristy Vienne, the AVP for Student Affairs, with eight additional committee members. The completion and adult learner market committee name has changed to Adult Learner Market and Online Graduate Enrollment/Completion. The chair of this committee is Bill Angrove, AVP for Academic Affairs with two additional committee members.

**Technology**

**Goal Description:**

To promote, implement and maintain technology to the fullest capacity in order to facilitate the enrollment management process.

RELATED ITEMS -----

RELATED ITEM LEVEL 1

Recruit to Radius

Performance Objective Description:

Work with IT to implement one Enrollment Relationship Management Tool (Radius) for undergraduate and graduate admissions.

RELATED ITEM LEVEL 2

Graduate Radius

Indicator Description:

Undergraduate and graduate admissions will process applications the same way.

Criterion Description:

By September 1, 2017 undergraduate and graduate applications will be captured and processed in Radius for acceptance decisions.

Findings Description:

On track for training and implementation for target date of September 1, 2018 for graduate.

RELATED ITEM LEVEL 2

Recruit to Radius

KPI Description:

EM and IT will compare the functions and capacity of Recruit to Radius. If the overall results indicate SHSU use Radius for graduate admission processing, SHSU will communicate with both software companies for the change and a new implementation timeline will be created.

Results Description:

The Recruit and Radius comparison is still underway for a decision to be made in Fall 2016.

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