

Enrollment and Communications

Recruit And Identify Higher Quality Undergraduate Students

Goal Description:

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.

RELATED ITEMS

RELATED ITEM LEVEL 1

Sam Scholar

Performance Objective Description:

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. 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 500 apply to SHSU and have at least 60 enroll with SHSU.

This is not a short term program. We will adjust as needed but this will become an enduring program in order to support our academic programs.

RELATED ITEM LEVEL 2

Sam Scholar Leadership Team

KPI Description:

Continue working with team lead and utilize staff within Admissions, Enrollment Management, Orientation and Financial Aid.

Results Description:

Sam Scholar enrolled 49 FTF for FY15 and FY16 yielded 26 returning Sam Scholars and 46 FTF. For FY16 the team continued promotional items and a Sam Scholar event with games and prizes to increase participation and enrollment. Enrollment Communications created in-house mailed pieces, purchased test score names/prospects, and created the online communication plans in Hobsons with Marketing Coordinator Mauri Martin.

Recruitment And Enrollment

Goal Description:

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

RELATED ITEMS

RELATED ITEM LEVEL 1

Competitive Marketing Team

Performance Objective Description:

Streamline the graduate admissions enrollment process by hiring a graduate e-communication person to implement Hobson's in the admissions process.

RELATED ITEM LEVEL 2

Online Communication For Graduate Students

KPI Description:

Increase the yield rates from application to acceptance for graduate students through online communication and hiring A Recruit Analyst to help increase the speed of application processing.

Results Description:

Communication staff has implemented a multi-channel communication plan for graduate students via Hobsons Connect, with touchpoints in the following phases: prospect/inquiry, applicant, and accepted student. Media channels include Hobsons emails and phone calls, mailed print items, and online live chats via College Week Live. Prospective students receive approximately 9 emails over a period of 60 days,

including an email authored by the graduate advisor of the academic program of interest (53+ unique academic program emails maintained), a printed brochure about their academic college of interest, a phone call from the Graduate Recruiter, invitations quarterly prospective student chats, and occasional news emails topical to their interests. Applicants receive 3-4 emails notifying of incomplete application status, as well as a phone call, a “fun facts about SHSU” postcard, and invitations to attend online chats with Grad Admissions staff via College Week Live. Accepted students receive a welcome email, a mailed enrollment checklist/folder, and email and phone communication about registration periods.

A Recruit Analyst was hired and by adding an additional staff member this helped to speed up the application processing time.

RELATED ITEM LEVEL 1

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