

Enrollment Management
Communications
SACSCOC REPORT

Enrollment Management Communications

Identify An Appropriate Enrollment Management Tool (EMT) Hobson/Recruiter

Goal Description:

Identifying 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.

RELATED ITEMS -----

RELATED ITEM LEVEL 1

Streamline Communication

Performance Objective Description:

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.

RELATED ITEM LEVEL 2

Cost Analysis

KPI Description:

Cost benefit analysis of various enrollment management tools (EMT) available.

Results Description:

Bidding process revealed significant cost savings with Hobson's Radius vs. Ellucian's Recruit CRM.

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:

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.

Build a team to support the program by utilizing current employees within Admissions, Financial Aid, and Enrollment Management. 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.

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.

RELATED ITEM LEVEL 2

Miller/Cook & Associates, Inc. And Capture Higher Ed

KPI Description:

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 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

Results Description:

Sam Scholar was successfully moved to the Office of Accepted Student and Bearkat Orientation. The program was a success and will be reported on the Departments results.

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:

Create the intial foundation of the yield rates from application to acceptance for graduate students through online communication.

Results Description:

Increased communication to non application completers.

RELATED ITEM LEVEL 2

Qualified Communication Staff

KPI Description:

Qualified staff hired. Communication plan used with prospective graduate students from inquiry through enrollment.

Results Description:

Staff reorganization to fit staff strengths has led to job satisfaction and faster production.