

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 Workforce

Performance Objective Description:

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

RELATED ITEM LEVEL 2

Campus Wide Outcome Survey

KPI Description:

In March 2017 the current graduating student list will be submitted to the Outcomes Survey provider to send the initial survey. Return rate expected between 35% and 40%.

Results Description:

The survey was provided to all graduates one month prior to May 2017 graduation, again after graduation, and one month later. The return rate is 22%.

RELATED ITEM LEVEL 2

THECB Exit Survey

KPI Description:

Sam Houston State University will appear in the top 10% of Texas institutions placing students in the Texas workforce.

Results Description:

Over 70% of students will be working in Texas. For 2016-17, SHSU fell within the top 10 of state institutions. THECB changed the exit survey to only report in school and working together.

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

Legislative Information

Performance Objective Description:

Distribute information regarding pending legislation.

RELATED ITEM LEVEL 2

Legislative Updates

KPI Description:

Current log of filed legislation will be provided on the T:/drive by Institutional Effectiveness. The spreadsheet is updated several times a week to include related and/or partnered legislation, committee members, and status of the bill through the legislative cycle.

Results Description:

The 85th Legislative log is complete and provided on the T:/drive. The spreadsheet is available to Cabinet and other leadership teams.

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

Increase Local Visibility

Performance Objective Description:

Provide on-campus structured activities for local high school students.

RELATED ITEM LEVEL 2

HISD EXCEL

KPI Description:

Increase in the number of admission applications from Huntsville High School. All or most junior and senior high school students attend a full day interactive event on the SHSU campus related to the enrollment process.

Results Description:

In February of 2017, the entire HISD junior class attended a full day, interactive event on campus. Each student received guidance on admissions, financial aid, next steps for enrollment after acceptance.

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

Graduates and Adult Learners

KPI Description:

Increase enrollment for online undergraduate non-completers (adult learner), and graduate degrees.

Increase 100%-online-student enrollment by one hundred undergraduate students and fifty graduate students.

Results Description:

We did not reach the enrollment increase as stated. A greater loss happened due to resignations as a result of Hurricane Harvey

RELATED ITEM LEVEL 1

Admissions

Performance Objective Description:

Work with IT to streamline processes related to Admissions, Parts of Term, and the DO Program.

RELATED ITEM LEVEL 2

DO Program Admissions

KPI Description:

SHSU enrollment management personnel will visit the Marian University campus for process planning. Detailed processes will be defined and compared to current SHSU processes for implementation.

Results Description:

The EM Division has created an implementation timeline for the Admissions, Financial Aid, Registrar and reporting components. The Admissions office has hired a consultant for software and hiring.

RELATED ITEM LEVEL 2

Parts of Term Enrollment

KPI Description:

Graduate students will have the option to enroll in 7.5 week courses in fall and spring semesters. Ten graduate programs will be added to the 7.5 parts of term schedule.

Results Description:

This initiative has been moved to Fall 2018. The results of Hurricane Harvey and the re-start to the semester caused this adjustment.

RELATED ITEM LEVEL 2

Streamline Admissions

KPI Description:

Speed up the processing of admissions documents for student acceptance. Graduate admissions decisions will be made within 48 hours of receipt of all required documents.

Results Description:

The graduate admissions process continues to improve with the collaboration between Admissions and Graduate Studies. This is a culture change as well as a process change.

Staff Resources

Goal Description:

Provide necessary space and staff resources for the division in support of the university's current and emerging needs.

RELATED ITEMS -----

RELATED ITEM LEVEL 1

Employee Engagement

Performance Objective Description:

Measure Enrollment Management employee engagement.

RELATED ITEM LEVEL 2

Gallup Action Plans

KPI Description:

More than 75% of Enrollment Management staff will participate in the Gallup Employee Engagement Survey. The Engagement Survey will be used to guide department leaders to develop plans of engagement related to quality, customer service, expectations, recognition, material and equipment needs.

Results Description:

The VP for Enrollment Management (Fall 2016) scheduled departmental meetings to discuss the results of the survey. Each department created action plans related to the employees' requests for office engagement.

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

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