Strategic Objective #1
Action Plan Presentation

IEAC Steering Committee
May 23, 2017
Goal #1: Grow Enrollment

Objective: Increase new full-time, degree-seeking students by 20% (+450 new students) over the next five years.*

Operational Strategies

• Emphasize relationships with high school faculty and advisors within ISU’s service regions
• Use analytics to identify trends that support positive enrollment outcomes
• Provide opportunities for faculty/potential student interaction to encourage enrollment
• Communicate with managers and employees at local/regional public and private organizations to identify educational programs that would increase the potential for advancement and support professional development
• Provide financial opportunities utilizing scholarships, CPI’s and other means of financial aid to assist first time and lower-income students
• Promote ISU as providing an affordable, high-quality education that results in a high return on investment
• Educate traditional and nontraditional students on the benefits of continuing their education with ISU

* full-time certificate and undergraduate students and full and part-time graduate students
1. **Goal: Grow Enrollment**

**Objective:** Increase new full-time, degree-seeking students by 20% (+450 new students) over the next five years.

<table>
<thead>
<tr>
<th>Performance Measures</th>
<th>FY 2018</th>
<th>FY 2019</th>
<th>FY 2020</th>
<th>FY 2021</th>
<th>FY 2022</th>
<th>Benchmark</th>
<th>Benchmark Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2,320</td>
<td>2,401</td>
<td>2,499</td>
<td>2,599</td>
<td>2,702</td>
<td>2,702</td>
<td>Increase by 20% by FY18-22 the number of new full-time certificate and undergraduate and the number of full and part-time graduate degree-seeking students from FY 17 (2,252) enrollment numbers.</td>
</tr>
</tbody>
</table>
Achieving The Goals-Action Plans
Action Plan #1.1: Welcome Center

• The action plan recommends: establishing a “Welcome Center” reorganizes the Enrollment Management organizations within the Pond Student Union

• Goals:
  • A one-stop shop for student admissions on the main level of the SUB
  • Create a campus student welcome center that supports getting students to the right place
Action Plan #1.1: Welcome Center

How do we do this:

• Move all of admissions to the main level and the Registrar to third floor

• Move the copy center adjacent to the mail room and transition the space into the student welcome center
  • Use existing infrastructure

• Increase access and interface

• Welcome students on campus at a central, easy to find location

• Complete the 3x phases during less mission-critical times- Summer 2018
Action Plan #1.1: Welcome Center

• Establish a committee with all of the key players to make a design that achieves the goals

• ITS is fully supportive of moving the copy center to the mail center to increase efficiency