

Enrollment Plan
2019-2020

Enrollment Management Plan for Fall 2020

August 1, 2019



2018-2019 Enrollment Management Plan Recap

Goal 1: Stabilize New Freshman Enrollment & Expand Recruitment Initiatives On and Off-campus

- Doubled the number of instant decision day events to eight, including two in the Twin Cities
- Hired additional Twin Cities recruiter to focus on both freshmen and transfer recruitment; increased high school visits by 180% from the previous year (215 visits in 2018/19 vs. 76 in 2017/18); 9% increase in applications from the Twin Cities and 29% increase in admits
- Launched two Twin Cities placement events; launched two Twin Cities advisement events at community colleges
- Hosted joint school counselor event with College of St. Scholastica
- Increased URM recruitment initiatives; partnered with Denfeld HS to host freshman class for a college-exposure day
- Developed bi-weekly faculty outreach initiative for applicants

Goal 2: Grow New Transfer Enrollment (Domestic) & Expand Recruitment Initiatives

- Increased transfer recruitment travel with the most significant increase in the Twin Cities community colleges; developed consistent monthly transfer sessions at Century and WITC in addition to the LSC initiative
- Developed recruitment plan to include faculty in the community colleges

Goal 3: Increase online enrollment & expand recruitment initiatives

- Expanded recruitment initiatives with digital marketing firm to generate leads
- Launched fully online Writing program

Goal 4: Improve Communication & Technology

- Implemented Salesforce as new CRM including a fully integrated SMS system
- Expanded communication flow to include more cross-departmental communication

Goal 5: Stabilize International Enrollment & Expand Recruitment Initiatives

- Increased SAT name-buy
- Updated admission processes to accept unofficial documents, expediting processing

New Student Enrollment Goals

	<u>Fall 2020</u>	<u>Fall 2021</u>	<u>Fall 2022</u>
Undergrad	357-375	357-375	357-375
Domestic	305-315	305-315	305-315
International	45-50	45-50	45-50
Online	7-10	7-10	7-10
Transfer	298-320	298-320	298-320
Domestic	185-195	185-195	185-195
International	8-10	8-10	8-10
Online	105-115	105-115	105-115
Graduate	80-95	80-95	80-95
On-campus	20-25	20-25	20-25
Online	60-70	60-70	60-70

UW-Superior Enrollment Report
Headcount of Fall Enrollment Registrations
As of Last Day to Drop (10th Day), 2014 to 2018

Headcount by Plan	2014	2015	2016	2017	2018	Change	%
Enrollment Category	Sep 15	Sep 16	Sep 19	Sep 18	Sep 18	Δ17 to 18	
Undergraduate Degree-Seeking	2358	2274	2266	2236	2191	-45	-2%
<u>Continuing</u>	1586	1529	1448	1478	1469	-9	-1%
On-Campus	1219	1154	1108	1107	1083	-24	-2%
Distance Learning	367	375	340	371	386	15	4%
<u>New</u>	332	371	377	346	327	-19	-5%
On-Campus	321	363	373	336	319	-17	-5%
Distance Learning	11	8	4	10	8	-2	-20%
<u>Reentry</u>	87	75	92	92	76	-16	-17%
On-Campus	44	32	48	52	42	-10	-19%
Distance Learning	43	43	44	40	34	-6	-15%
<u>Transfer</u>	322	281	316	305	304	-1	0%
On-Campus	197	186	195	189	185	-4	-2%
Distance Learning	125	95	121	116	119	3	3%
<u>Transfer Reentry</u>	31	18	33	15	15	0	0%
On-Campus	17	9	22	9	7	-2	-22%
Distance Learning	14	9	11	6	8	2	33%
Graduate Degree-Seeking	130	119	118	202	293	91	45%
<u>Continuing</u>	89	79	74	95	163	68	72%
On-Campus	82	68	62	35	39	4	11%
Distance Learning	7	11	12	60	124	64	107%
<u>New</u>	34	34	40	104	123	19	18%
On-Campus	29	25	27	20	22	2	10%
Distance Learning	5	9	13	84	101	17	20%
<u>Reentry</u>	7	6	4	3	7	4	133%
On-Campus	7	6	3	0	2	2	0%
Distance Learning	0	0	1	3	5	2	67%
Non-Degree Seeking	118	112	111	131	110	-21	-16%
<u>Undergraduate Specials</u>	67	66	49	44	32	-12	-27%
On-Campus	26	28	19	26	17	-9	-35%
Distance Learning	41	38	30	18	15	-3	-17%
<u>Graduate Specials</u>	4	6	4	2	2	0	0%
<u>High School Dual Enrollment</u>	44	38	57	85	74	-11	-13%
<u>Continuing Education</u>	3	2	1	0	2	2	0%
Undergraduate	3	2	1	0	2	2	0%
Graduate	0	0	0	0	0	0	0%
Total All Enrolled	2606	2505	2495	2569	2594	25	1%
Undergraduate	2472	2380	2373	2365	2299	-66	-3%
On-Campus	1871	1812	1823	1804	1729	-75	-4%
Distance Learning	601	568	550	561	570	9	2%
Graduate	134	125	122	204	295	91	45%
On-Campus	122	105	96	57	65	8	14%
Distance Learning	12	20	26	147	230	83	56%

Enrollment Management Plan Fall 2020

Goal 1 Leverage New Technologies to Better Serve Students and to Positively Impact Recruitment & Retention

- a. Recruitment (International & Domestic)
 - a. Develop strong drip campaigns with Pardot for various stages of the admissions funnel for all audiences (freshmen, transfer, online, international) and add more cross-departmental communication at various stages
 - b. Expand mailing and postcard communication flow to better engage parents, push visits, and add more touch points earlier in the cycle
 - c. Develop strategic text communication plan for both freshmen and transfer including templates, timelines, and best practices
 - d. Utilize CRM to better track high school and community college visits and connect with prospective students
 - e. Implement Front Rush athletic recruitment platform including full integration with Enrollment Rx and 100% adoption rate with coaches in Fall 2019
- b. Retention
 - a. Fully implement Navigate for Fall 2019 incoming class with a 85% adoption rate for new freshmen
 - b. Improve use of advising notes and early alerts in Fall 2019 semester
 - c. Fully implement Terra Dotta for Fall 2019 and train appropriate staff on utilization

Goal 2 Expand and Leverage Local Relationships to Positively Impact Recruitment and Retention

- a. Evaluate and adjust Denfeld Day initiative focused on early college awareness; look at expanding to other local schools; work with Center for Community Engagement to explore possibilities in Northern WI along with funding opportunities
- b. Collaborate and partner with athletics on local recruitment initiatives
- c. Develop collaborative outreach initiatives with the Center of Continuing Education to better recruit high school specials as full-time students upon graduation and continue to grow enrollment in high school specials
- d. Work to build intentional, collaborative partnerships with technical school programs
- e. Partner with career services to connect with companies on tuition assistance programs and marketing efforts
- f. Continue to explore new high school counselor outreach initiatives and strategic partnerships

Goal 3 Expand Access Initiatives and Continue to Address Changing Needs of Incoming Students & the Customer Experience

- a. Organize move-in initiatives including better structure and communication and assess results and feedback in Fall 2019; continue to evaluate early move-in impact and outcomes
- b. Continue to evaluate profile and admissions process for Bridge students; continue to evaluate need for online Bridge structure
- c. Grow Twin Cities recruitment and conversion initiatives including custom presentations, community college outreach, and placement opportunities
- d. Build stronger communication and outreach plan for growing Undeclared students through CRM outreach, on-campus interactions, and faculty outreach
- e. Continue to evaluate scholarship offerings for mid-level need students

- f. Partner with EDI to expand strategic relationships and recruitment initiatives; establish specific goals around RISE program expansion
- g. Explore partnering with workforce development agencies to recruit more non-traditional students; explore building or modifying programs to meet the needs of employers

Goal 4 Additional EM Goals & Initiatives by Area

- a. **International Admissions** – expand agent agreements; increase and diversify name-buy efforts; explore expansion in new markets including Nigeria and Columbia
- b. **Athletics** – fulfill roster goals on all teams; continuous improvement around retention of student-athletes; implement/expand use of exit survey; utilization of Front Rush to better track and connect with prospective athletes
- c. **Student Support Services** - collaborate with two-year college Student Support Service program to expand recruitment efforts
- d. **Financial Aid & Scholarship** – overhaul financial aid award letter to improve communication to students; continue to evaluate timing of packages to best serve students; collaborate with admissions to utilize financial aid communication through CRM for new students; evaluate and adjust scholarship awarding process; utilize Navigate to better communicate with current students; develop communication plan for re-entry students Evaluate student employment task force and impact on retention; expand financial aid senior workshops and presentations
- e. **Registrar**
 - Transfer Strategies
 - a. identify UW-Superior programs looking to grow and increase transfer opportunities with program-to-program transfer agreements; involve advisors at the sending institutions for buy-in and marketing of opportunities at UW-Superior
 - b. increase TES/Transferology public view by including more feeder and system institutions and increase marketing of its use and availability
 - c. identify common transfer courses; work with departments to create review teams and lab days to review and record course equivalencies
 - Enrollment/Retention Initiatives
 - d. identify and implement enrollment tools enhancing the student experience enrolling for classes which fit within personal schedules and degree Transfer Strategies
 - e. continue to evaluate and expand online services to students and faculty
 - f. enhance degree progress communications to students and advisors decreasing time to degree
 - g. improve catalog production timelines and procedures providing curricular and program changes sooner for new incoming students
- f. **Academics** - Develop engagement survey for fall 2019 to offer more opportunities for faculty to engage with the recruitment process; continue to expand outreach in community colleges; evaluate bottleneck for transfer student in certain programs to improve transfer process for students; develop University 101 Course
- g. **Educational Success Center & Advising**
 - a. Continue to improve outcomes for high risk students through Math Fast Track, Superior Jump Start, and Bridge; track restructure of bridge program with a goal of 70% success after first semester and 95% success of all enrollees after first year

- b. Improve communication between professional advisors, faculty advisors, and coaches by utilizing Navigate
 - c. Evaluate advisor workflow via Navigate to ensure best use of time and resources
 - d. Build campaign around "15 to Finish"
 - e. Develop strategies to become more proactive and engaging and less transactional; strive to become viewed as more of a support service for students
 - f. Define Advisement Day, create structure, and evaluate
 - g. Evaluate UW Math initiative and math placements
 - h. Track restructure of ESC & SSS and assess changes
 - i. Add goal around junior, senior retention, especially related to upperclassmen transfers
 - j. Ensure every incoming transfer student is given a degree plan by their advisor by the end of their first semester
- h. Marketing** - explore new marketing tools to target specific audiences (i.e. Device ID Marketing); identify locations on tour routes where information can be displayed to enhance tours