

Strategic Enrollment Planning Council - Fall 2017 Enrollment Plan

Planning Framework

Goals

Current Strategies

Metrics/Actions

Achievement/KPI

Mission (NMSU)

New Mexico State University is the state's land-grant university, serving the educational needs of New Mexico's diverse population through comprehensive programs of education, research, extension education, and public service.

Vision (V2020)

New Mexico State University will be a premier university as evidenced by demonstrated and quantifiable excellence in teaching, research, extension, outreach, service, economic development, and community engagement relative to its peer institutions.

Values

Goal 1:
Increase new undergraduate student enrollment by 314 students from Fall 16 to Fall 17.

1. Leverage institutional student aid to recruit target populations of new freshman and transfer students
2. Expand active recruitment area from state of NM and El Paso area to include AZ I-10 corridor, CO I-25 corridor and southern CA (high school and community colleges) through personal on-site contact, enhanced marketing materials, and media to increase applicants
3. Utilize college outreach programs and participation info as opportunities to supply the enrollment stream
4. Identify and grow target undergraduate international markets. IBP staff will use Hobson's to target recruitment efforts to various international markets. Promote Descubre program through contract with PR firm (\$60k)
5. Continue efforts to encourage admission application via departmental websites

1. Weekly monitoring of institutional scholarship awards with Ruffalo Noel Levitz consultant
2. Monitor, by region: number of admission applications, "intent to enroll" forms, orientation registration and attendance, housing applications and exemption forms
3. Monitor Aggie Pathway participant academic progression and indications of intent to transfer
4. Monitor visa student applications.
5. Provide HTML coding and guidance for placement of "Apply to NMSU" button

1. Enrollment of new NM freshman students with HS GPA between 2.75 and 3.5 increased by 5% to 1,550 (n=50)
2. Fall 2016 Aggie Pathway participants transition to NMSU-LC (50% cohort n=150)
3. Number of freshman and transfer admission applications from WTX, AZ, CO, and SoCal increased by 25% to 604 freshmen and 559 transfers (n=69)
3. 100% of College events recorded on central UG Admissions calendar for purpose of coordination of activities and greatest impact of NMSU recruitment resources
4. International undergraduate enrollment increased by 6.4% (n=75 / 50 from Mexico)
5. Academic department / College websites that include the "Apply to NMSU" buttons on external webpages at 100%. (duplicated from President's Communication Council KPIs, but more aggressive)

Goal 2:
Increase retention of continuing undergraduate students from first fall to second fall by 1% (186 students).

1. Expand activities for NMSU leadership, faculty, staff and peers to mentor students
2. Timely awarding of donor designated scholarships to continuing students
3. Full coordination of Navigators and College outreach efforts

1. All 100 and 200 level courses use Canvas, providing opportunities to track students' early progress. Provide Quality Matters review, training and guidance to faculty.
2. Provide Colleges and other student service units with targets and guidelines for awarding students with greatest need.
3. Utilization of CRM Advise to provide student outreach targets, scoring, engagement plans, and single source of quantitative and qualitative data on individual students.

1. Students retained and graduate at higher rate due to participation in mentoring activities
2. Colleges award 80% of donor designated scholarships for next AY 17/18 prior to May 10, 2016 (duplicated from Scholarship Taskforce recommendations to Chancellor)
3. All Colleges and Navigators efforts reported to a central repository for purpose of coordination of activities and greatest impact of NMSU student outreach resources.

Goal 3:
Maintain new graduate student enrollment for Fall 17 at same level as Fall 16.

1. Identify and grow target undergraduate international markets. IBP staff will use Hobson's to target recruitment efforts to various international markets. Promote Descubre program through contract with PR firm (\$60k)
2. Strengthen and promote pathways to a master's degree at undergraduate level by partnering with Colleges and Undergraduate Admissions.
3. Recruit into degree programs with capacity for growth
4. Build graduate program portfolios
5. Align graduate assistantships with enrollment and recruitment goals.

1. Utilize Canvas to guide prospective students from Mexican agency partnerships through admission applications process (n=15)
2. Grad School is partnering with UG Admissions to promote Master's Accelerated Program to prospective UG students.
3. Grad School will collect all recruitment plans for all graduate degree programs, by Spring 2017, which will describe enrollment goals/objectives for next three years.
4. Grad School and MarComm develop marketing templates for use by all academic departments during Spring 2017. Grad School will collaborate with VPR to create a Graduate View Book for Fall 2017 and beyond
5. Graduate assistantship repurposing and reallocation.

1. Fall 17 international graduate enrollment increased by 10% from Fall 16 (n=50 / 15 from Mexico)
2. Number of students enrolled in Masters Accelerated Program increased from Fall 16 (n = 40 undergrads)
3. All graduate program departments have established new and continuing student enrollment goals to work towards.
4. Graduate degree programs will be marketed, consistently, at an institutional level.
5. Graduate assistantship competitive packages

Goal 4:
Increase retention of continuing graduate students to degree completion.

1. Improve Departmental Advising
2. Improve course scheduling and offering
3. Complete Attrition degree completion research study (Spring 2017)
4. Graduate policy alignment with enrollment management, e.g. registrars, financial aid, etc.

1. Monthly meetings with Grad Program Coordinators regarding effective advising processes.
2. Work with academic departments to ensure graduate course offerings match enrolled student's program of study.
3. Longitudinal analysis of completion and attrition rates of every graduate degree program by gender, age, race/ethnicity/country, time-to-degree versus time-to-attrition, then develop data informed policies to promote future success.
4. Meet montly with Assoc VP of Enroll Mgmt.

1. Effective graduate advising.
2. Increased graduate SCH – degree completion.
3. Best practices on graduate attrition and degree completion.
4. Graduate policy alignment.