Shippensburg University Five Year Enrollment Plan (Fall 2011- 2015)

5-Year Enrollment Management Goals

Rationale: A significant decline in the number of Pa High School graduates from 2010-2020 (-16%). Maryland will experience an 8% decrease in High School graduates, with New Jersey experiencing a 3.8% drop in high school graduates.

Goal 1: Increase the Academic Quality of the entering freshmen class (SAT/HSGPA).

Goal 2: Increase the Diversity of the entering freshmen/transfer class.

Goal 3: Increase in the new first time Transfer population.

Goal 4: Increase in the out-of-state new freshmen/transfer population.

Goal 5: Increase in the new International Student population.

Goal 6: Increase in the new non-traditional student enrollments (Veterans, Special High School students).

Goal 7: Increase on-line/traditional-non- traditional enrollments.

Goal 8: Increase UG retention

OVERVIEW OF STRATEGIES

Goal 1: Increase the Academic Quality of the entering freshmen class (SAT/HSGPA)

a. Use admissions selection criteria to admit high quality first-time full-time students as measured by SAT/ACT scores, HS GPA, and HS rank which are also measures of predicting persistence and Academic success.

• Use of the auto admit feature in Banner with an e-link to Scholarships, Honors, and Faculty Student Research. Student receives an Auto offer which contains a link to all scholarships (Admissions, Financial Aid, Banner-IT)

• Students with a 1200 SAT/Top 20%- receive Offer-BRM Communication includes A special link about Honors/Scholarships/Research
• Students in the OOS market receive an offer letter with a link to information about the OOS tuition differential-BRM includes a link

• Students with a 1200 SAT/Top 20% - receive Offer Letter from Academic Dean

b. Enhance the marketing of the BOG, VBOG, and SBOG scholarships.

• Develop and utilize a website/brochure dedicated to VBOG/SBOG (Marketing, Scholarship Committee, Admissions)

2008-2009 - 2 VBOG - awarded

2009-2010 - 5 VBOG-awarded

2010- 2011 - 5VBOG, 6 SBOG-awarded

2011-2012 - 5 VBOG, 6 SBOG-awarded - thus far???

c. Enhanced recognition of BOG, VBOG, SBOG recipients.

• Luncheon recognition for VBOG, SBOG recipients, (Marketing, Scholarship Committee)

d. Utilize SHIP Scholarship winners to contact Incoming Scholarship winners.

• Development of a Scholarship Phonathon utilizing current Scholarship Recipients. Include a plan for more active/intrusive phone calling of scholarship recipients.. (Scholarship Committee)

e. Fully implement and market the 2012-2013 Out-of-State tuition differential to leverage profile.

• Creation of a website highlighting the OOS tuition differential
• This would include the development of a one page flyer just for Out of State students. (Marketing, Admissions)

f. Enhance our E-Communication series (third party, BRM) to high profile prospects.
• Include BRM communication to all Auto –Admits
• Include links to Scholarships, Honors, Student Faculty Research (Web, Admissions)

g. Increase outreach to the Special High School Student populations

• Big Spring, Greencastle Antrim, Shippensburg, and Chambersburg Schools
• Allow Highly qualified high school students to take on-line courses (Fall, Winter, Spring, and Summer).
  (University)
• Offer courses at the local High Schools

h. Implement the Provost Dual Enrollment Scholarship program.
  • (University)

i. Promotion of the STEM programs

  • Brochure and E-Newsletter Communication
    (Marketing, College of Arts and Sciences)

j. Creation of a Web Based Scholarship tool (example-West Chester U, FastWeb, etc.)

k. Decrease the size of the freshmen class of 1725.

  a. 1725- SHIP/ 7,000 freshmen apps
  b. 1450- BLOOM/12,000 freshmen apps
  c. 1440- SRU/6,500 freshmen apps
  d. 1325- VILLE/7,000 freshmen apps

Goal 2: Increase the Diversity of the entering Freshmen/Transfer class.

  a. Continue to focus recruitment initiatives in targeted urban environments (Philadelphia, Reading, Allentown, Lancaster, Lebanon, York, Harrisburg, and Chambersburg), to include high School visits, bus trips and additional recruitment activities.

    1. Bus Trips – increase number
2. A Place For You – Applicants
3. Mi Casa Su Casa- Offers
4. Setting Your Sails – Prospects

b. Increase the number of available Scholarships for the Hope Scholarship Committee.

c. Develop a portfolio of Transfer Student Scholarships, which would serve as an outreach to the growing number of minority Transfer applicants.

d. Fund/Implement the Provost Dual Enrollment Scholarship

e. Utilize SHIP Minority alumni and minority student recruiters (PALS)

f. Include BRM communication to all Minority applicants with links to the Multicultural student clubs and organizations.

Goal 3: Increase in the new first time Transfer population.

a. Continue to build relationships with Pennsylvania, Maryland, and New Jersey Community Colleges with a focused effort on the key Community Colleges in eastern Pa., and northern Md.

b. Begin to establish relationships with selected New Jersey Community Colleges.
   NJ 19 Community Colleges grew 7.7% from 2009 2010
   - Bergen County Community College enrollment- 16,500
   - Brookdale County Community College enrollment- 15,600
   - Camden County Community College enrollment- 15,600
   - Middlesex County Community College enrollment- 13,415

c. Development of a portfolio of transfer student scholarships.

d. Promote Dual Admissions through Marketing/Advertising

e. Offer DCP programs in additional markets, focused on non-traditionals


g. Active promotion of PA Trac-Degree Works

h. Include enhanced BRM communication to all high performing transfer offers.
i. Examination and study the growing number of Choice offers

Choice by major/gpa/yield

**Goal 4: Increase in the out-of-state new Freshmen/Transfer population**

a. Marketing and implementation of the Non–Residents Tuition Differential in the Mid Atlantic region of the United States (New Jersey, Delaware, Maryland, Virginia, West Virginia, and Wash.DC).

b. Continued utilization of the SHIP Alumni and Student recruiters.

c. Continue to leverage the limited number of merit based scholarships (Rolling Offers, Board of Governors, Hope) to attract high quality Out of State students.

d. Promote the Scholarships that are available to Out-of-State students.

**Goal 5: Increase in the new International Student Population**


b. Full utilization of the JFK scholarship.

c. Continued outreach to the local International Community Colleges.

d. Simplify the JFK Scholarship Awarding process.

e. Develop specific BRM Communications- Internationals Students

f. Partner with the Athletics Department/International Recruitment

g. Promote Faculty Exchanges- Study Abroad on the web

**Goal 6: Increase in the new non-traditional student enrollments (Veterans, Special High School students)**
a. Expand the relationships with the local high schools (Greencastle-Antrim, Chambersburg, Shippensburg, and Big Spring High Schools), and include the “college in high school” Opportunities. Meet with High School principals in Cumberland/Franklin to determine

b. Continue to promote our Military friendly status

c. Continue to work with HACC and other military friendly transfer institutions

Goal 7: Increase on-line/traditional non – traditional enrollments

Goal 8: Increase UG Retention

a. Begin a more thorough analysis on the UG non returning students that are in good Academic standing when departing.

b. Examine the where the breakpoints in retention occur at various levels of unmet need (need minus all grants) to identify which populations are most at risk financially.

c. Tie A and B together to see if we can save students that are doing well but are at risk Financially.