

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, Harris burg, 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
- f. Elem. Ed., Psychology, and Criminal Justice
- 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

- a. Develop a Marketing –Recruitment plan for International Students.
- 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.