

# 2022-2023 Strategic Enrollment Initiatives

VISION

To drive growth across the university using strategic thinking and bold execution.

THEMES

## ADMISSIONS AND ENROLLMENT

## STUDENT SUCCESS

INITIATIVES

### FTNICs -- Overall

Develop best-in-class campus tours, strengthen relationships with high school counselors and communication with parents, increase market share in Springfield and the surrounding areas, engage consultants.  
Overall goal: 5% increase in headcount enrollment.  
Stretch goal: 2,500 FTNICs.

### Dual Credit

Create VIP activities for dual credit students at November 12 Showcase.

### International

Expand partnerships with additional countries, implement case manager approach.  
Goals are 10% increase in FTNIC and FT-transfer and maintain current level of graduate enrollment.

### First Gen

Increase communication with first gen students, including letters/email and a video.  
Goal is to increase first gen enrollment by 5%.

### Adults

Increase the number of all online programs from 17 to 20 by Fall 2023. **Build out annual plan to promote Fast Track.**

### Racially Inclusive

Visit access programs, train admissions staff, present at schools, host IES Showcase, host meet ups with a focus on the most diverse schools, meet one on one with students, host groups on campus.  
Goal is to increase applications and deposits for BILPOC, First Gen, and Pell-eligible students by 10%.

### Pell-Eligible

Establish and promote scholarship.

### Employer-Connected Adults

Expand access to financial support and new programs. Targets to be identified by March 31, 2023.

### Transfer

Establish/resume/ strengthen communication and relationship-building with community colleges, launch new degree plan guide, host VIP events.  
Goal is to increase transfer student enrollment by 10%.

### Graduate

Increase prospects, develop accelerated programs, implement inclusive practices, continue to build out partnerships, and reduce barriers to student success.

Increase the effectiveness of the Undergraduate Recruitment Committee.

College and program activities.