

Executive Summary: Enrollment Strategic Plan 2012-13

In summer of 2012, the Enrollment Management Department of Penn State Lehigh Valley underwent a comprehensive strategic planning process in an effort to increase the enrollment, visibility, and collaborations of the campus. Enrollment trends and service area data were collected and analyzed, and a needs assessment was conducted. Based on this information, a series of goals and strategic initiatives were articulated, resulting in the 2012-2013 Enrollment Management Strategic Plan. *For more information: Campus Institutional Planning, kmw14@psu.edu*

Mission Statement

The Penn State Lehigh Valley Enrollment Management Department will recruit, counsel, and enroll an academically-prepared, diverse student body through effective communication strategies, high-quality educational programming, student-centered services, and informed decision-making that integrates other campus departments to ensure collaboration and intentionality of enrollment policies and processes.

Needs Assessment

- +Comprehensive Action Plan
- +Recruitment of Target Populations
- +Analysis of Current and Potential Offerings
- +Action within a Realistic Context
- +Collaboration and Support
- +Creativity, Innovation, and the Enthusiasm to Thrive and Grow

Enrollment Goals 2012-2013

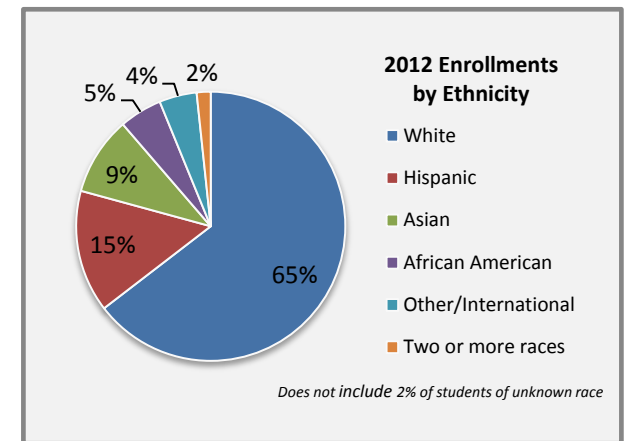
- Goal 1: Increase campus enrollment
- Goal 2: Develop campus programming to reach and educate various members of the community
- Goal 3: Create a unified communications strategy that conveys clear, targeted information
- Goal 4: Continuously improve processes and policies to ensure intentionality and purposefulness

Current Enrollment Figures and Comparisons

Year	Total Enrollment	Gender		Minority	Age		Residency		Level	
		Male	Female	(non-white)	23 and below	24 and above	PA Resident	Non-PA Resident	Undergrad	Grad
2012	945	55%	45%	32%	80%	20%	96%	4%	96%	4%
<i>Comparison to 2011</i>	+3	-3	+6	+44	-5	+8	+6	-3	-8	+11
2011	942	55.5%	44.5%	27.5%	80.5%	19.5%	95.5%	4.5%	97%	3%
2002	734	61.5%	38.5%	15.5%	77%	23%	97%	3%	96%	4%
<i>Change in % distribution relative to total population from 2002 to 2012</i>	+211 29% growth	-6.5%	+6.5%	+16.5%	+3%	-3%	-1%	+1%	0%	0%

Minority Enrollment Growth
Relative to the Lehigh Valley Service Area

	Hispanic/Latino	Black/African American	Asian/Asian American
2012-2013 PSLV (2011-12)	14.8% (12.5%)	5.2% (3.7%)	9.5% (8.2%)
Lehigh Valley	14.9%	5.5%	2.6%
Lehigh County	18.8%	6.1%	2.9%
Northampton County	10.5%	5%	2.4%



Lehigh Valley Population Projections

Population projections forecast that the Lehigh Valley population will increase by 226,722 people from 2010 to 2040, which represents a **35% increase** over these three decades.

In particular, **Lehigh County will increase by 11.5% per decade and Northampton County will increase by 11.9% per decade.**

Source: Lehigh Valley Planning Commission

Lehigh Valley School District Enrollment Projections

Nationally, forecasts show a 1% decrease in public school enrollments between 2008-9 and 2020-21, with the Northeast showing a rate of -13%. The Lehigh Valley overall is projected to see a 1.5% decrease in public school district enrollments (Lehigh and Northampton counties combined). However, **there are districts in the service area which are forecasting increases.**

These include:

Sources: NCES and PA Dept. of Ed

East Penn	+10.6%
Parkland	+6.3%
Southern Lehigh	+5.4%
Easton Area	+4.6%
Wilson Area	+4.1%
Northampton	+1.1%

Strategic Initiatives Snapshot

The following selected initiatives were developed using key data and figures. Progress towards each initiative will be measured to assess the achievement of the campus' stated enrollment goals.



- 1.3 Continue to provide program and degree completion options that appeal to a range of populations
- 1.5 Increase retention rates, working towards a goal of 80%

- 2.1 Maintain and develop options for high school students that may led to increased enrollment at Penn State Lehigh Valley
- 2.3 Offer high school guidance counselor programs

- 3.1 Increase awareness of academic programs, options, and offerings at Penn State Lehigh Valley
- 3.3 Continue to enhance and increase the use of social media to spread awareness of the campus

- 4.1 Integrate and involve other campus committees and departments to ensure a continuum of services for prospective and current students
- 4.4 Engage in regular data collections to measure student satisfaction, climate, program effectiveness, and others to guide the work of enrollment management