

Progress Log for the PSLV Enrollment Strategic Plan

An Assessment of the Status of Strategic Initiatives and
Action Plans within the 2012-13 Enrollment Strategic Plan



Enrollment Management Strategic Plan 2013

Progress Log: Collection of Actions, Performance Data, and Next Steps

Goal 1: Increase campus enrollment			
Strategies	Performance Indicators/Targets	Actions Completed	Next Steps/ Thoughts for 2013-14 Strategic Plan
1.1: Develop strategies to increase applications to PSLV	-800 applications for Fall 2013	<p>Applications for Fall 2013: 424 2012: 399 2011: 485 (highest app year)</p> <p>Enrollment Plan is being tied to University Relations and Student Affairs Strategic Plans to further align strategies to continuing increasing applications/recruitment of prospective students</p> <p>Application fees were waived in some circumstances to encourage prospective students to apply</p> <p>5 Constant Contact emails were sent alerting prospective students when the application opened, encouraging them to attend Application Night, and reminding them about application deadlines</p>	<p>Revised goal for 2014 applications= 500, based on past data trends and realistic enrollment projections</p> <p>Look deeper into ways in which application waivers can be used as a recruitment strategy</p>
1.2 Improve application yield through specific enrollment programs	-10% increase in direct (to 60%); 4% increase in referrals (to 20%) -More NY/NJ enrollments	<p>Yield has been about 50% for direct applications and 18% for indirect applications for 2013</p> <p><u>OFFER Yield (App to OFFER) direct only</u> FA13 = 76.4% FA12 = 72.9%</p> <p><u>PDACC Yield (OFFER to PDACC)</u> FA13 direct = 50.5% FA13 referral = 18.1% FA12 direct = 49.9% FA12 referral = 16.3%</p> <p>There seems to be an increase in the quality of students based on <u>Minimum I.E. numbers (between 2.0 and 2.19):</u> 2012: 1.16% (11 students) 2011: 1.91% (18)</p>	<p>Maintain targets of 60% for direct and 20% for indirect</p> <p>Continue to monitor E.I data</p>

		<p>2010: 1.96% (18) 2009: 2.0% (17)</p> <p>NY and NJ enrollments :</p> <table border="1"> <thead> <tr> <th></th> <th>2012</th> <th>2011</th> <th>2010</th> <th>2009</th> <th>2008</th> </tr> </thead> <tbody> <tr> <td>NJ</td> <td>13</td> <td>11</td> <td>14</td> <td>10</td> <td>20</td> </tr> <tr> <td>NY</td> <td>4</td> <td>6</td> <td>7</td> <td>5</td> <td>7</td> </tr> <tr> <td>Totals</td> <td>17</td> <td>17</td> <td>21</td> <td>15</td> <td>27</td> </tr> </tbody> </table>		2012	2011	2010	2009	2008	NJ	13	11	14	10	20	NY	4	6	7	5	7	Totals	17	17	21	15	27	<p>Continue to look at NJ and NY for applications to increase enrollments from these states</p>
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<p>1.3 Continue to offer program and degree-completion options that appeal to a range of populations</p>	<p>-Evidence of programming -Collection of data/demos</p>	<p>Two new programs (Rehabilitation & Human Services and Corporate Communication) were added in Fall 2012.</p> <p>New programs were featured in the fall and spring newsletter to local high school guidance counselors and community college advisers. The Corporate Communication program coordinator presented program information at the spring guidance counselor luncheon for heightened awareness.</p> <p>The Enrollment Management Team held an Adult Learners Retreat (part 1) to discuss adult-friendly programming options. The follow-up (part 2) focused on implementation of these options (including RHS and Corporate Comm. flexible scheduling options).</p>	<p>Change strategy to "Advocate for and market programs..."</p> <p>Integrated Arts and Bio Behavioral Health are in the works</p>																								
<p>1.4 Provide excellent student services and quality information</p>	<p>-Program Evaluations -Student Satisfaction Survey Data -1 PD opportunity per staff per semester -2 Financial Aid workshops held</p>	<p>Evaluations were collected for each Enrollment Program and have been used to continually improve upon each subsequent program.</p> <p>Data from the <u>2013 Student Satisfaction Survey</u> shows that students have a level of satisfaction with campus services, including: -90% of students are very satisfied/satisfied with Financial Aid Services -85% said they would recommend PSLV to prospective student -6% of survey respondents cited Information presented at an Open House and/or Offer Program as a main reason for selecting PSLV</p> <p>Enrollment staff participated in at least one PD opportunity/semester.</p> <p>Two Financial Aid workshops were offered: 1/10/2013 and 1/14/2013, in preparation for March 1 (FAFSA recommended submission date).</p>	<p>Continue to focus on staff PD opportunities</p> <p>Continue to develop assessment methods for student services and communication strategies (surveying, focus groups, evaluations, etc.)</p> <p>Continue FA workshops in Spring semester</p>																								
<p>1.5 Increase retention rates, working towards a goal of 80%</p>	<p>-Retention rate increase</p>	<p>The retention rate rose from 78.2% in 2011 to 80.7% in 2012, slightly exceeding the Core Council goal of 80%.</p>	<p>Look at retention rates/strategies of special populations</p>																								

Goal 2: Develop programming to reach and educate various members of the community

Strategies	Performance Indicators/Targets	Actions Completed	Next Steps/ Thoughts for 2013-14 Strategic Plan
2.1 Maintain and develop options for high school students that may lead to increased enrollment at PSLV	-Continuation of Dual Enrollment, SALT, and others	<p>The Enrollment Department has strengthened its connections and collaboration with the Continuing Education Department- processes have been compared and calendars have been worked on together.</p> <p>PSLV's relationship with LCTI is strong, and the Dual Enrollment programming is continuing; CE is working with Air Products to offer an IST strand of programming that will hopefully provide a pipeline to PSLV (middle school camps, HS dual enrollment, and college at PSLV)</p>	Continue collaborations with CE; capitalize on Dual Enrollment as recruitment strategy
2.2 Investigate the offering of parent programs to educate on the college admission process, financial aid, and other pertinent information	-Creation of a parent program (or plans for a program)	<p>Parents showed up at most, if not all, programs offered to prospective/incoming PSLV students</p> <p>Magnets were provided for parent use ("What's Next")</p> <p>A Parent Panel was held at Offer/Preview Programs</p>	Add parent component to Dual Enrollment (to begin better cultivation of these HS students as PSLV students)
2.3 Offer high school guidance counselor functions	-Evidence of contact and programs for counselors	<p>A semesterly e-newsletter was sent via Constant Contact to alert guidance counselors of upcoming events and to build up communication with PSLV.</p> <p>The spring semester event of bringing guidance counselors to PSLV for lunch and a seminar on a specific topic seems to have an ineffective format and/or the purpose of the event seems unclear.</p>	<p>The e-newsletter should continue.</p> <p>The format/design of the lunch seminar should be re-evaluated.</p>
2.4 Collaborate with the Department of Continuing Education to offer 3 rd -8 th grade programming that begins to showcase the campus to students at an early age	-Collaboration with CE department	See above 2.1	Student Affairs and CE should come up with policies to ensure a consistent program for visiting High Schools (appoint certain days as visit days), including email to campus community to alert to visit, add a welcome note on screens or in front lobby for visiting schools

Goal 3: Create a unified communications strategy that conveys clear, targeted information			
Strategies	Performance Indicators/Targets	Actions Completed	Next Steps/ Thoughts for 2013-14 Strategic Plan
3.1 Increase awareness of academic programs, options, and offerings at PSLV	-Increased awareness due to targeted campaigns demonstrated by surveys and data collection and increased applications/enrollments	The Department created new postcards, letters, and messages to prospective and new students Use of the calendar within the Enrollment Strategic Plan worked to have a timely schedule to use in the marketing of events and news Implementation of a Student Focus Group (with UR) to collect information about social media posts (Facebook and Twitter) to prospective and current students	Support the creation of a University Relations Strategic Plan and find ways to collaborate and link to strategies that are related to recruitment/enrollment
3.2 Emphasize campus messages that carry throughout the year	-Development of specific themes -Usage of themes by various campus departments and on the website	The Department revamped all of its admissions letters and developed a series of printed and electronic messages to have ongoing communication with prospective students, paid accepts, and new PSLV students. The Department met weekly with University Relations to discuss mini-advertising campaigns and link enrollment events and news to the revised Tradition magazine.	Continue to work with UR on campus messages (including print, billboards, and electronic) to market the campus and appeal to prospective students
3.3 Continue to enhance and increase the use of social media to spread awareness of the campus	-At least 3 posting to Facebook and Twitter each day -Addition of other social media venues -Development of at least 3 YouTube videos depicting student experiences	-Daily postings to Facebook and Twitter -Began Chancellor's Picture of the Week via Instagram -Working on a DAA Tumbler -Began plans for YouTube videos of campus/students with University Relations -Communicated via Constant Contact Specific Stats include: <u>Twitter</u> June 2012 – 115 followers June 2013 – 557 followers Gained 442 followers—a 384% increase	Continue social media campaigns

3.3 continued		<p style="text-align: center;"><u>Facebook</u></p> <p>Weekly Total Reach, June 2012 – 149 unique people Weekly Total Reach, June 2013 – 1726 unique people 1,058% increase in weekly total reach</p> <p style="text-align: center;"><u>Instagram</u></p> <p>Account started in August 2012 Grew from 0 followers to 141 followers, with largest increase coming after the start of #chancellorgram initiative. Added 67 followers when #chancellorgram campaign began (increase of 52%).</p> <p style="text-align: center;"><u>Successful campaigns:</u></p> <p>#WeAre2016 for New Student Orientation 2012 #PSULVgrad for Commencement 2013 #chancellorgram 2013 THON coverage #AltBreakLV for 2013 spring break trips</p>	
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Goal 4: Continuously improve processes and policies to ensure intentionality and purposefulness

Strategies	Performance Indicators/Targets	Actions Completed	Next Steps/ Thoughts for 2013-14 Strategic Plan
4.1 Integrate and involve other campus committees and departments to ensure a continuum of services for prospective and current students	<ul style="list-style-type: none"> -Weekly Enrollment Management meetings held -Evidence of collaboration with other campus depts 	<ul style="list-style-type: none"> -Weekly Enrollment Management meetings were held throughout the year, including an Adult Learners Retreat to pull together resources and ideas from a cross section of departments; Enrollment Department met with other department representatives throughout the year, as needed 	<ul style="list-style-type: none"> Continue to link to other departments and inform of events, information, etc. to keep promoting collaboration
4.2 Address admission processes, including transfer admissions, to achieve greater effectiveness	<ul style="list-style-type: none"> -Hiring of Enrollment Specialist -Ongoing pursuit of articulation agreements 	<ul style="list-style-type: none"> -The department hired a receptionist/administrative assistant to help streamline and organize enrollment processes and also hired an Admissions Counselor to visit high school, assist with enrollment programs, and manage transfer admissions -Articulation agreements have been finalized and reviewed by UP; implementation of them should occur soon 	<ul style="list-style-type: none"> Continue to create processes and policies that increase workflow efficiency

4.3 Engage in regular strategic planning, reviews, and evaluations	-Ongoing achievement of strategic initiatives	The team continues to meet regularly to discuss the strategic plan and the achievement of initiatives.	Continue to implement assessment as part of plan
4.4 Engage in regular data collection to measure student satisfaction, climate, program effectiveness, and others to guide the work of enrollment management	-Collection of enrollment trends -Implementation of Student Focus groups -Prospect Pool Survey data -Student Satisfaction Survey data	-The Enrollment Department worked closely with the Office of Institutional Planning to collect and analyze enrollment information and population trends. -A student focus group on Marketing and Social Media was held. -The department will utilize the findings of the 2013 Student Satisfaction Survey to inform future planning efforts.	Look further into the development and implementation of a Prospect Pool Survey
4.5 Continue to advocate for improvements with the enrollment process	-Passing along of data, findings, and ideas to administration and UP	The 2012-13 Enrollment Strategic Plan was shared with Madlyn Hanes and others from UP; the plan is being used as a model/template for other PSU campuses including Harrisburg, York, Shenago, and Hazelton	Share 2012-13 Progress Lo and updated EM Strategic Plan with the PSLV campus and other PSU campuses as necessary and beneficial