

ENROLLMENT MANAGEMENT SERVICES/PROGRAMS

Mission

The mission of the Enrollment Management unit at Oklahoma State University-Oklahoma City is to provide quality Enrollment and Assessment services to students, faculty, and staff which assist individuals in successfully achieving their educational and career goals.

Vision

Enrollment Management will:

- Work to ensure the educational success of students through convenient, accurate, personal, and technology based service,
- Collaborate with other areas on campus to promote student success, and
- Network with internal and external units and agencies to ensure open lines of communication that will enhance the educational opportunities of students.

Core Values

Excellence-We seek excellence in all our endeavors and we are committed to continuous improvement.

Intellectual Freedom- We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

Diversity-We respect others and value diversity of opinions, freedom of expression, and other ethnic and cultural backgrounds.

Integrity-We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.

Service – We believe that serving others is a noble and worthy endeavor.

Stewardship of Resources- We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

Goals, Critical Success Factors, Objectives, and Strategies

Goal One. Provide prospective and current students, faculty, and staff with the highest quality, technology-based enrollment services available.

Critical Success Factors:

- Increase the number of first-time freshmen to 2000 by the year 2008
- Telephone enrollment
- On-line enrollment
- Expand the Prospective Student Database
- Increase number of computers in Assessment and Testing Center
- Provide minimum of one training experience per year for staff
- Minimum of 1 professional development opportunity per staff member
- Position manuals for all staff
- Process 100% of completed applications in 3 days
- Incoming transcripts posted within 4 weeks of receipt

Objective 1.1: Use technology to enhance the unit's efficiency and service.

Strategies:

- Develop communications based on e-mail for use with prospective students, Oklahoma State University-Oklahoma City students, faculty, and staff.
- Obtain assistive technology to include screen magnifier and reader, 3 computers with scanners, and a screen reader geared toward totally blind users.
- Promote the use of on-line and phone enrollment.
- Develop a plan for timely entry of incoming transcripts and other documents.
- Make available on-line, all forms, applications and information sheets.
- Implement on-line admission application.

Objective 1.2: Enhance infrastructure of division.

Strategies:

- Reconfigure space to more efficiently serve students.
- Conduct equipment needs assessment.
- Develop an equipment master plan based on needs assessment.
- Cross-train staff (recruiter/advisors; admissions/records).

Goal Two. Ensure that all enrollment-related services are provided at convenient times and in a courteous manner.

Critical Success Factors:

- Assess and revise hours of operation of Enrollment Management Services/Programs
- Upgrade positions to a competitive level with peer institutions
- Promote the development of vital Student Services areas (Career Center, Personal Counseling, Disabilities office/resource lab)
- Hire 2 additional full-time counselors to meet recommended counselor/student ratio of 1:300
- Switchboard function removed from Student Services

Objective 2.1: Recruit and retain a high quality professional staff.

Strategies:

- Upgrade position classifications to better reflect job duties and individual qualifications.
- Work with Human Resources to adjust salaries of professional staff to better align with salaries at neighboring colleges.
- Set up an internal “rewards” plan to recognize exceptional work/attitude.
- Provide a day during which all staff can attend an in-service workshop.
- Schedule time once a month to do “mini” workshops in each of the areas within the unit.

Objective 2.2: Increase efficiency, effectiveness, and professionalism in office operations and procedures.

Strategies:

- Develop and maintain a quality service plan.
- Hold semi-monthly unit meetings.
- Provide a minimum of 1 training off-campus experience per year.
- Create and implement an orientation program for new Student Services employees.

Goal Three. Continue to develop programs and activities that aid in student retention.**Critical Success Factors:**

- 7 PowerUp sessions annually
- Strengthen International Student Services
- Continuation of follow-up with “conditionally-enrolled” students to include mid-term counseling and advisement
- Expansion and development of support services available to students with disabilities.
- Expansion of the Student Employment Services to a full Career Center
- Develop Policies and Procedures Manual for each unit within Enrollment Management Services (Admissions/Records, Advisement & Counseling, Assessment, Student Employment Services, Enrollment Management)
- Fall to Spring retention rate of 75%

Objective 3.1: Increase the number of students who transfer to baccalaureate degree granting institutions.

Strategies:

- Continue working with Academic Affairs to strengthen and expand articulation agreements with 4 year universities.
- Monitor the current advisement process to ensure students are informed of transfer options.

Objective 3.2: Increase efforts to promote student success.

Strategies:

- Continue to offer orientation sessions (PowerUp) to better prepare students for the Oklahoma State University-Oklahoma City experience.
- Continue to follow-up with “conditionally-enrolled” students to include mid-term counseling and advisement.

Objective 3.3: Investigate best practices for advising.

Strategies:

- Attend seminars and workshops which emphasize developing best practices in advising.
- Network with 2 year college Enrollment Management directors to identify best practices.
- Incorporate best advising practices into Enrollment Management processes.

Objective 3.4: Improve tracking of job placement of students and graduates.

Strategy:

- Allow Student Employment Services function to expand to ¾ time.

Objective 3.5: *Increase the visibility and exposure to services available to students with disabilities within Student Services.*

Strategies:

- Acquire necessary equipment to support students' academic pursuits.
- Have Braille included on all appropriate signage on campus.
- Improve level of access and accommodation for students with disabilities.
- Offer an American Disabilities Act awareness workshop for faculty and staff.

Goal Four. Recruit a diverse student body.**Critical Success Factors:**

- Increase the number of ethnic minority students to 2600 (40% of projected head count) by year 2008 to reflect parity with Oklahoma County Census Report date
- Utilize bilingual staff to more effectively communicate with the Hispanic community
- Increase Enrollment Management staff involvement in minority community activities
- Increase the number of International students admitted to Oklahoma State University-Oklahoma City to 150
- Increase total headcount to 6500 by year 2008

Objective 4.1: Develop and implement an Enrollment Management plan.

Strategies:

- Include relevant Academic Affairs, Finance and Operations and Enrollment Management Committee members in the development of the plan.
- Research other universities for model enrollment management concepts.
- Encourage ownership of the plan institutionally, not just Student Services.
- Maximize enrollment management services available to the University community via enhance technology.

Objective 4.2: Increase diversity of first time students.

Strategies:

- Target high schools with large diverse student populations.
- Utilize campus diversity student organizations in recruiting activities.
- Solicit information from academic departments.
- Seek assistance in recruiting student from external agencies that focus on serving diverse populations.
- Promote distance education classes at recruiting events.

Objective 4.3: Maintain and expand access and services for students with disabilities.

Strategies:

- Continue to evaluate current level of services.
- Educate faculty and staff issues affecting students with disabilities.
- Stay current on state and federal American Disability Act regulations.
- Continue to solicit student input on all American Disability Act issues.

Objective 4.4: Develop and implement a retention plan.

Strategies:

- Identify and define reasons for student attrition.
- Develop strategies to improve retention.
- Provide resources to implement strategies.
- Offer exit counseling to retain student planning to withdraw from the university.

Goal Five. In collaboration with the faculty, continue to develop academic advisement strategies that enhance student success.

Critical Success Factors:

- Increased collaboration between Division of Student Services and other areas of the University to ensure facilities, programs, and services meet future needs
- Identified liaisons to ensure communication between academic advisement areas and academic divisions
- Regular contact with academic divisions (via liaisons)
- Workshop at least once a year to train individuals who provide academic advisement and enrollment services

***Objective 5.1:** Coordinate on-going training between counseling/advisement staff and faculty advisors.*

Strategy:

- Student services advisors to attend regularly scheduled staff meetings at the academic division level.

***Objective 5.2:** Provide faculty with information from Admissions Committee report in reference to probationary students.*

Strategy:

- Generate report, by semester, to document probationary student academic progress.