

Student Affairs and Enrollment Management

Mission

Student Affairs and Enrollment Management impacts and enhances student learning and development by providing quality customer interactions, just-in-time programming/ activities, and streamlined, seamless, efficient services.

Vision

The Area of Students Affairs will collaborate with the individual sections to recruit, retain and graduate the highest quality student who is capable of being a leader in this society by:

- Being recognized as a significant partner in the preparation of students to be leaders
- Developing students as fully contributing citizens
- Instilling within students an appreciation of the value of service
- Preparing students to be effective and productive in an increasingly diverse society

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.

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.

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

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.

Strategic Goals, Critical Success Factors, Objectives, and Strategies

Goal One. In order to provide more effective and efficient services for students, we will create and maintain state of the art facilities that support student diversity and student-focused processes and procedures.

Critical Success Factors:

- Increased student satisfaction for all Student Affairs and Enrollment Management (SA & EM) areas as measured by the Student Satisfaction Inventory
- Increase in the number of campus inquiries by 350 annually
- Increase in events hosted at OSU-Okmulgee by developing 15 new activities

Objectives:

Objective 1.1: All units on campus, including Student Affairs and Academic units, will collaboratively assist with the planning, design, and development of the One-Stop Student Welcome Center.

Strategy:

- Develop a SA & EM plan utilizing all sections to integrate an efficient One-Stop Student Welcome Center.

Objective 1.2: Combine much of student services in one physical location, therefore allowing the student matriculation process and other critical student services to be centralized and more efficient.

Strategy:

- Coordinate plan design and relocation of SA&EM to enhance enrollment and retention processes of OSU-Okmulgee.

Objective 1.3: Increase recruitment of military veterans returning from active duty who prefer a technical career.

Strategy:

- Contact major military headquarters and provide senior educational officer information on all programs offered at OSU-Okmulgee.

Objective 1.4: Enhance utilization of the institution's assessment resources as recruiting tools.

Strategy:

- Identify, acquire, and implement the use of specific assessment tools, which will provide objective data for the recruitment of students and appropriate academic placement of those students.

Objective 1.5: Partner student recruitment activities with minority based organizations to support student diversity initiatives

Strategy:

- Initiate contacts with specific representatives of National Urban League, NAACP, Native-American tribes, National Hispanic Association and develop written partnerships with each group to provide high-level technical education to their constituents.

Goal Two. To identify, recruit and enroll a student body that meets the enrollment goals of the University.

Critical Success Factors:

- Increase the matriculation rate 5% per year among targeted student populations
- 20% of entering students will be diverse students
- Increase present enrollment by 5% annually

Objectives:

Objective 2.1: Increase the number of enrolling students with an ACT composite score of 22 or higher (present mean score is 18.6).

Strategy:

- Increase visits to competitive high schools
- Increase recruitment of top 10% students.
- Increase recruitment area to metropolitan areas within 1000 miles of Okmulgee.

Objective 2.2: Develop and implement an Enrollment Management Plan.

Strategy:

- Establish an Enrollment Management Advisory and Steering Council.

Objective 2.3: Increase enrollment in the diversity of incoming and transfer students.

Strategy:

- Identify and target recruitment markets with diverse populations.

Goal Three: Increase student retention and graduation rates.

Critical Success Factors:

- Increase new student retention rate to 85% for the first year
- Six semester graduation rate of 65%
- Facilitate a new student orientation each semester for all new students
- Increase retention rate over present rates by 5%
- Increase present graduation rates by 5%

Objectives:

Objective 3.1: Define and determine reasons for student persistence

Strategy:

- Conduct and promote the academic advising focusing on retention.
- Investigate best advising practices.
- Research factors of student persistence.

Objective 3.2: Define and determine reasons for student attrition.

Strategy:

- Develop a profile for “at risk students.”
- Research factors affecting student attrition.

Objective 3.3: Enhance retention program

Strategy:

- Design a retention-based advising process.
- Increase name recognition and awareness of services offered through Counseling and Access Services.

Objective 3.4: Facilitate continuous student dialogue through the use of student focus groups.

Strategy:

- Provide on a regular basis quality of service questionnaires to OSU-Okmulgee students and academic personnel, to determine areas of perceived deficiency.

Objective 3.5: Enhance student institutional pride by using OSU system activities and resources. Establish ORANGE as THE color of choice.

Strategy:

- Emphasize the wearing of ORANGE during all SA & EM sponsored events.

Objective 3.7: Utilize Oklahoma State University spirit teams and activities as recruiting capital.

Strategy:

- Use all available resources throughout the Oklahoma State University system, i.e., University Logos, University colors, University representatives, etc. to increase student pride at OSU-Okmulgee.

Objective 3.8: Demystify financial aids for students and families.

Strategy:

- Create financial aid applications which are user friendly and easily understood by student and family.

Objective 3.9 Become **THE** academic institution of choice for college-focused students who desire a technical career.

Strategy:

- Utilize existing resources to increase market share of students and emphasize employment guarantee.