



Strategic Objective #1 Action Plan Presentation

IEAC Steering Committee
May 23, 2017

ISU's Strategic Objectives

Goal #1: Grow Enrollment

Objective: Increase new full-time, degree-seeking students by 20% (+450 new students) over the next five years.*

Operational Strategies

- Emphasize relationships with high school faculty and advisors within ISU's service regions
- Use analytics to identify trends that support positive enrollment outcomes
- Provide opportunities for faculty/potential student interaction to encourage enrollment
- Communicate with managers and employees at local/regional public and private organizations to identify educational programs that would increase the potential for advancement and support professional development
- Provide financial opportunities utilizing scholarships, CPI's and other means of financial aid to assist first time and lower-income students
- Promote ISU as providing an affordable, high-quality education that results in a high return on investment
- Educate traditional and nontraditional students on the benefits of continuing their education with ISU

* full-time certificate and undergraduate students and full and part-time graduate students

1. Goal: Grow Enrollment

Objective: Increase new full-time, degree-seeking students by 20% (+450 new students) over the next five years.

Performance Measures	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	Benchmark	Benchmark Definition
1 Increase full-time, certificate and degree-seeking undergraduate student enrollment and full and part-time graduate student enrollment for FYs 18-22 by 20% (450).	2,320	2,401	2,499	2,599	2,702	2,702	Increase by 20% by FY18-22 the number of new full-time certificate and undergraduate and the number of full and part-time graduate degree-seeking students from FY 17 (2,252) enrollment numbers.

Achieving The Goals- Action Plans



Action Plan #1.1: Welcome Center

- The action plan recommends: establishing a **“Welcome Center”** reorganizes the Enrollment Management organizations within the Pond Student Union
- Goals:
 - A one-stop shop for student admissions on the main level of the SUB
 - Create a campus student welcome center that supports getting students to the right place



Action Plan #1.1: Welcome Center

How do we do this:

- Move all of admissions to the main level and the Registrar to third floor
- Move the copy center adjacent to the mail room and transition the space into the student welcome center
 - **Use** existing infrastructure
 - **Increase access and interface**
 - **Welcome** students on campus at a central, easy to find location
 - Complete the 3x phases during **less mission-critical times**- Summer 2018

Action Plan #1.1: Welcome Center

- Establish a committee with all of the key players to make a design that achieves the goals
- ITS is fully supportive of moving the copy center to the mail center to increase efficiency

