

Enrollment Management Committee Priorities for 2005-2006

Priority 1	Increase enrollment in upper-division and graduate courses.		
	As noted in many of the goals above, as well as in the stated goals from other task forces, there is a desire to increase the number of upper-division and graduate credit hours. In order to meet these goals and this priority, the EMC recommends the following action steps:		
Goal	Action Step	Responsible Agent	Status
a. Intensify transfer recruitment efforts.	Where and when possible, doubling the number of visits from Student Relations Coordinators to Community and Technical Colleges. We strongly recommend that efforts focus on students that will also help us meet our efforts to enhance diversity.	VPAA, Deans, Admissions, SRCs	
b. Enhanced support of admission recruitment time and resources in the Admissions Office, with more time and effort spent on recruiting transfer students.	We propose (and have submitted a request for strategic priority funding) the creation of a Two-Year College Liaison Position. This position would serve as a one-stop contact point for specific two-year colleges. We believe this position could attract additional transfer students, help coordinate articulation agreements, work closely with the Transfer Specialist in Admissions, and work with Extended Learning in recruiting more students to online programs. We strongly believe this would be a cost-efficient move, bringing in more upper-division students. This position could also help us recruit more under-represented students, as we would focus our attention on three schools: Minneapolis Community and Technical College; Normandale Community College; and Century College (with the possible addition of Anoka-Ramsey Community College)	President; Admissions; Dean of Extended Learning	
c. Development of more articulation agreements, especially in high demand transfer programs.	The university should also seek to develop articulation agreements with colleges outside of our traditional regional area. This could meet the dual priorities of increasing upper-division enrollment as well as increasing students of color and international students.	Departments; Deans; AVPUS	
d. Elimination of "bottlenecks" in high demand transfer programs.	Departments and programs need to be encouraged to shift resources to meet the needs of transfer students. This will require significant work and cooperation. However, enrollment and registration numbers clearly identify where the bottlenecks exist. We acknowledge that some of these "bottlenecks" are beyond departmental control. However, there are steps that can be taken, such as limiting the number of times a student may repeat	Departments; Deans	

	a course.		
e. More and better advising.	Steer transfer students to programs for which they meet or can reasonably be expected to meet the admission requirements.	SRCs; Advisors	
f. More emphasis on Extended Learning in meeting transfer demand	Offer more upper-division/high-demand transfer courses/programs through Extended Learning	Dean of EL; departments; Deans	
g. Internal reallocations of resources to support the development of select existing and new graduate programs, and development of a distinct graduate education environment.	Review of demand for and sustainability of existing and new graduate programs	Graduate Committee; Graduate Dean; Departments; Deans, VPAA	Process already underway.
Priority 2	Intensify recruitment and retention of students of color and international students.		
	The University has made great strides in recruiting more students of color. The University has also done an admirable job maintaining the number of international students in a time of declining enrollments of this population. There is more that can and should be accomplished, however, so the EMC recommends the following		
Goal	Action Step	Responsible Agent	Status
a. Intensifying recruitment efforts at community and technical colleges, especially at schools with significant numbers of students of color	See 1b above	See 1b above	
b. Enhance current programs and develop additional summer academic outreach programs for under-represented students, including international and new immigrant students.	Develop and implement a summer "bridge" program targeting under-represented students; continue to fund and enhance the LLAS program	Dean of Institutional Diversity' AVPUS	Proposal for Summer Bridge program is under review; LLAS will continue
Priority 3	Set realistic enrollment goals for extended learning (traditional off-campus as well as online) and plan for the strategic growth of specific programs.		
	In collaboration with the Distance Learning Task Force, the EMC will need to set appropriate enrollment targets and recommend to the university the development, enhancement and maintenance of support services necessary for successful extended learning.		
Goal	Action Step	Responsible	Status

		Agent	
a. Set Enrollment Goals for Extended Learning	We believe we have made a first step with Goal B1 of the Enrollment Management Committee's Strategic Goals Update; Will need to work with new Extended Learning submeet to set and monitor enrollment goals	New EL SM&C; Dean of EL	
b. Provide support for Extended Learning	Work with new Extended Learning submeet to develop, implement and monitor all student support functions	New EL SM&C; Dean of EL	
Priority 4	Focus attention on retaining students from the 2nd to 3rd year.		
	As noted in the Enrollment Management Committee's Strategic Goals Update, Minnesota State University, Mankato already has a good 1 st to 2 nd year retention rate, with plans to raise that rate. Attention now needs to be placed on the 2 nd to 3 rd year, where retention numbers are not as good. The loss of students at this level requires additional recruitment of new students, lowers our 6-year graduation rate, reduces the number of upper division credits we generate, and feeds into the perception that we sometimes operate as little more than a community college for a great number of our students. To accomplish this, the EMC recommends the following action steps:		
Goal	Action Step	Responsible Agent	Status
a. Intensified recruitment of transfer students	See 1b above	See 1b above	
b. Adapt already successful models	Adapt elements of FYE and LC to second year and beyond; work on better connections between General Education and majors	Director of FYE and LC; AVPUS; Deans; Departments; SRCs	Work has begun on a pilot project for Sophomore Learning Communities; Task Force on Undergraduate Excellence is proposing enhancements of General Education
c. Better track numbers of 2 nd to 3 rd year retention	Develop and implement a tracking process	Institutional Research; ITS; AVPUS	