

**Student Affairs – Enrollment Management
Fall 2016**

Strategic Enrollment Plan (SEP) 2016-2019

Improve access & opportunity for potential new students.

Enroll, retain and graduate a larger and more diverse student body.

Maintain academic quality of our student population.

Determine optimal enrollment based on environmental & institutional factors.

Maintain enrollment at current levels in year one and determine level of future growth for years two (2) and three (3).

Action Plans – Year 1

| SEP Year One Action Plans | Priority Order |
|--|----------------|
| Focus on development of collaborative recruitment strategies. | |
| <ul style="list-style-type: none"> • Foster meaningful connection with Big Rapids, Kendall and Statewide to share resources, knowledge and strategies to optimize total Ferris enrollment. • Establish a Tactical Enrollment Management Group comprised of a representative from each area for regular and purposeful meetings. | |
| Create recruitment and retention & student success committees. | |
| <ul style="list-style-type: none"> • Implement two groups each focusing on one critical facet of strategic enrollment planning. • Groups will be composed of representatives from across the University to develop and discuss high level directions and initiatives. | |
| Complete student service workflow development to fully automate routine transactions. | |
| <ul style="list-style-type: none"> • Solicit vendor bids through the RFP process to choose a firm and implement the workflows in the 2016-17 academic year. • Workflows include schedule adjustments, total withdrawals, academic dismissals, program changes and transfer equivalency entry. | |
| Perform academic demand analysis. | |
| <ul style="list-style-type: none"> • Solicit vendor bids through the RFP process to choose a firm and conduct the analysis in the 2016-17 academic year. • The analysis provides the ability to determine growth potential of current programs, the market potential of new offerings as well as identify key competitors for both current and new programs. | |
| Enhance scholarships for out-of-state market. | |
| <ul style="list-style-type: none"> • To mitigate the reduction in the Michigan high school population, increasing our ability to attract out-of-state students is one strategy to keep enrollment levels stable (or increasing). • Create and implement out-of-state scholarships for smaller, targeted populations. | |
| Continue Financial Aid leveraging for a third year. | |
| <ul style="list-style-type: none"> • Build on our previous gains by continuing our leveraging procedures. | |

- Leveraging helps to create aid packages that yield the optimal mix of students, attracting those who might not otherwise enroll, helps reduce the resource gap that may prevent students from persisting to degree and to meet tuition revenue goals.

Enhanced parent programming and communication.

- Parental input is a critical factor in college selection and student support. 60% of prospective college students report researching colleges with their parents. Institutions that attend to this important constituency specifically and directly may yield a competitive advantage in terms of yield.
- Actions include implementing a Parent/Family Council, collaborating with UA&M on fundraising, hosting a new parents and friends weekend in the Fall of 2016; including an option on the application for parents to receive email and text communication that is directed at the student, and enhancement of the admissions parent communication stream.

Explore and implement best practices for transfer and veteran students.

- To maintain a healthy and varied student population, Ferris cannot rely on traditional first-time students alone. Maintaining (and growing) our strong transfer and veteran populations is critical.
- Create a Transfer and Veteran Workgroup to explore best practices to bring to the University.
- Actions include hosting a series of transfer admission on-site events, automating the transfer credit evaluation process, refining the process of articulating military/experiential credit for students and securing base funding for the Veteran Resource Representative position.

Explore test optional admission path development.

- As more institutions across the country create a test optional path to admissions, Ferris is well-suited to exploring that possibility given our history of opportunity.
- The alternative path assists those with stellar academic records who experience high test anxiety as well as promoting a diverse student body.

Implement college dream and achievement gap resources.

- Increasing the number of students who believe that a college education is accessible to them is another strategy to drive enrollment.
- Collaborate with Statewide, the Community Engagement Center as well as the Student Affairs Division to create and host a College Resource Fair in Grand Rapids for 8-12th grade students and their families.

Begin customized prospect landing page development and physical wayfinding process.

- Building on UA&M's shift to enhanced digital marketing for recruitment, creating specific landing pages prospective students would optimize conversion (in terms of both # of visits to the page and # of applications completed).
- To enhance cohesive branding as well as improve guest and student navigation at all Ferris sites, we will establish a University Signage Group to examine current status and propose enhancements.

Complete feasibility study to upgrade student recreation center facility and realign staffing model to coincide with facility and program upgrade plans.

- A 2014 NIRSA/NASPA national study of college students indicated that 68% of respondents identified that campus recreation facilities were an important factor in selecting an institution, while 74% indicated the facilities influenced their decision to continue attending their chosen institution.
- Solicit vendor bids through the RFP process to choose a firm and conduct a feasibility study to determine how to update the UREC facility to better serve students.
- Review staffing to better align with facility and program upgrades.

Implement an enhanced student programming model and campus-wide intentional engagement programming to assist with retention.

- Enhance coordination between Student Affairs, Housing and Athletics to more effectively pool resources and develop programming that engages and enhances student learning.
- Host the first-for-Ferris LeaderShape Institute in summer 2016.

Create financial literacy video series.

- As the University continues its multi-faceted efforts to reduce student debt, financial concerns remain prominent to our students. Continuing to educate prospective and current students in the financial realm produces savvy consumers of aid.

- Collaborate with Professor Glen Okonoski to create a series of Ferris-focused financial literacy videos.

Fully implement Graduating Student Exit survey.

- Continue to maximize mining the data from the graduating students to discover is going well and could be improved.
- Implement the Graduate Exit Survey across all University sites and share the data to drive quality. This is an important aspect of being able to foster continuous improvements at Ferris.

Action Plans – Year 1

- Increase transfer student scholarships for select group of students
- Offer additional need based aid to select group of students
- Assist with transportation costs to select K-12 institutions
- Expand recruitment with MOISD students to encourage those not considering Ferris or college in general
- Contact all admitted students to help them understand the unique features of Ferris State University
- Reactivate an application fee that would be refunded upon enrollment
- Contact those who received scholarships in the fall but did not enroll and enable them to enroll and keep their scholarships
- Use the SMART Approach name buying strategy to purchase student names who have a good chance of enrolling at Ferris
- Create some unique opportunities for juniors and seniors in high school to attend fairs or events where they could explore careers, understand what unique features Ferris has to offer and learn more about leadership
- Acquire more resources to visit high schools and colleges in target areas
- Include common application for out-of-state student recruitment
- Engage faculty alumni and students more in recruiting
- Create a letter of congratulations from the President for new students admissions packets
- Create a training seminar for anyone employed at Ferris to better understand how they can help recruit and retain students
- Create enticements for alumni to send their students to Ferris State University
- Send additional mailings to local students
- Enhance recruitment strategies to recruit dual enrolled students into degree granting programs
- Create an admitted student subscription service that would send students a Ferris item at certain points of their enrollment process
- Contact those who list Ferris on their FAFSA but did not apply or reapply