GOAL 1 - Develop Enrollment Structure and Plan

a. Examine Effectiveness
b. Refine Team/Committee Structures
c. Clarify Operational/Advisory/Strategic Roles
d. Measure Effectiveness of New Structure in Summer 2015
e. Increase Use of Box/OnCourse for Communication & Documents
f. Examine and Refine Orientation

GOAL 2 - Increase Student Retention

a. Refine Management & Ownership of Spring/Summer/Fall Registration
b. Expand use of Flags and Predictive Data
c. Set Measurable Goals for Fall to Fall Student Capture
d. Measure Faculty Interactions and Increase Faculty Participation
e. Leverage, Expand, and Measure Career Development Resources
f. Expand Emphasis on Online Options for Returning Students

GOAL 3 - Increase Recruitment of High School and Transfer Students

a. Increase recruitment presence at JCTC and Ivy Tech
b. Set Measurable Goals for Spring and Fall Transfer Recruitment
c. Leverage Faculty MOUs for smoother transfer process
d. Implement Service Region Road Shows & Measure Growth
e. Leverage H.S. Performance Data & ACT/SAT Data to increase Yield
f. Effective Marketing of New and Current Academic Programs
g. Increase Student Participation in High School Recruitment

GOAL 4 - Establish Student Communication Life Cycle

a. Transition to 100% CRM/Automated Communications for EM
b. Increase and Enhance Academic/Faculty Communications
c. Automated Communication/Notification for Major & Program Changes
d. Continue to Refine Messaging for Student Registration Communications
e. Refine and Measure Impact of Increased Student Wait-list Activity