

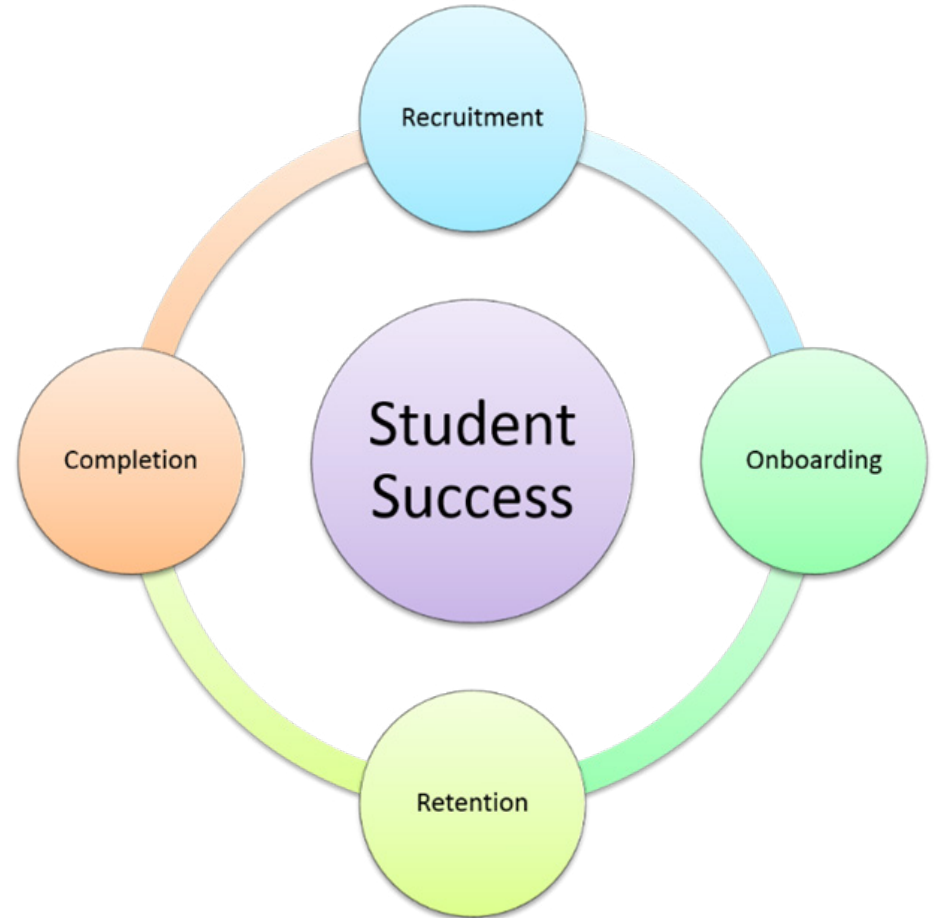
## Appendix A

Cohort	2017 Inquiries	2017 Applications	2017 Yield	2017 Enrolled	2017 Yield	2023 Applications Goal	2023 Enrolled Goal
Freshman	26,097	1,584	6.07%	410	25.88%	1,744	450
Transfer	751	477	63.52%	156	32.70%	612	200
Graduate	1,094	252	23.03%	113	44.84%	446	200

## Appendix B

Cohort	Eligible	15% Increase
Freshman	325	49
Transfer	74	11
Graduate	38	6

# Chadron State College Strategic Enrollment Management Plan 2018-2023



# About the Strategic Enrollment Management Plan

## Introduction

Chadron State College's Mission is to enrich the quality of life in the region by providing educational opportunities, research, service and programs that contribute significantly to the vitality and diversity of the region. This 5-year Strategic Enrollment Management Plan (SEMP) is structured to guide and support CSC administrators, faculty, and staff in carrying out this mission. The Strategic Enrollment Management Team (SEMT) was formed as a first step in response to President Rhine's enrollment goal of 3,100 students.

The SEMT membership represents a comprehensive, collaborative, and coordinated effort to align all CSC enrollment initiatives toward long-term student success. The SEMT extensively reviewed CSC data, gathered campus feedback from faculty, staff and students and studied best practices in areas identified as needing improvement. We believe following the SEMP will empower the campus community to reach a goal of 3,100 enrolled students by 2023.

## History

CSC has been experiencing an enrollment decline over the last few years (see fall semester enrollment history below). Enrollment in this case refers to both the recruitment and retention of students. The SEMT believes enrollment growth can be strategically influenced by internal actions embedded in the SEMP.

Cohort	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
FR	404	410	463	466	428	388	397
TR	156	178	175	251	240	200	172
GR	92	128	118	180	191	190	154
Current	2,199	2,278	2,300	2,136	2,134	2,199	2,014
Headcount	2,851	2,994	3,056	3,033	2,933	2,977	2,737

## Recruitment

**Goal:** Increase the inquiry, applicant and enrollment pools for each Freshman, Transfer and Graduate cohort by 2023. (See Appendix A for details)

**Goal:** Increase applicants who are "eligible to enroll" to "enrolled" by 15% (66 students) for each Freshman, Transfer and Graduate application pool. (See Appendix B for details)

**Goal:** Increase campus engagement and alignment of recruitment process.

**Goal:** Embrace innovation and seek opportunities for intentional growth in new programs/areas (i.e. new programs, specialized certificates within programs, new markets, short programming initiatives, etc.).

## Onboarding (First-Year Students)

**Goal:** Improve orientation programming.

**Goal:** Implement First Year Experience (FYE) for freshman students: Initiative/Topics.

**Goal:** Improve Student/Campus Engagement.

**Goal:** Define advising roles and expectations.

## Retention (Second-Year Undergraduate Students)

**Goal:** For Fall 2019, reach a 68% retention rate for first year to second year undergraduate students (currently hovers 63-65%).

**Goal:** Increase second-year retention rate from 51% to 58%.

**Goal:** Increase third-year retention rate from 45% to 48%.

## Completion (90+ Credit Hours)

**Goal:** By 2023, increase the six-year graduation rate to 45% (currently 43%).

**Goal:** Increase completion rate of students who reach the 90 credit hour threshold to 95% (currently 83-85%) by 2023, excluding those students moving on to professional schools who do not earn a CSC degree.

**Goal:** Re-enroll 10% of the 90+ credit hour students who leave within the last five years.

## SEMP Sub-Committees

### Advising

**Mission:** Define advising roles for campus community. Develop implementation, communication and training models.

**Timeline:** April 15, 2018

**Membership:** Steve Coughlin, Donna Ritzen, Lorie Hunn, Deena Kennell, David Nesheim, Jim Powell, Sherry Douglas, Jamie Hamaker, Todd Jamison, Jen Schaer, Riann Mullis, Tom Tylee, Chris Singpiel, Christine Fullerton

### Engagement

**Mission:** Develop student engagement plan that fosters retention and supports co-curricular.

**Timeline:** April 15, 2018

**Membership:** Taylor Osmotherly, Megan Northrup, Unique Hooks, Ron Bolze, Bruce Hoem, Pat Beu, Josh Ellis, Kate Pope, Marci Luton, Alex Helmbrecht, Joel Hyer, David Kendrick

### First Year Experience

**Mission:** Create First Year Experience Model that supports student transition and success. Develop implementation and training processes, as well as a communication plan.

**Timeline:** April 15, 2018

**Membership:** Dawn Brammer, Shaunda French-Collins, Tracy Nobiling, Teresa Frink, Jen Schaer, Kathleen Kirsch, Rich Kenney, Jim Margetts, Danielle Lecher, Lisa Stein, Tamara Toomey, Austen Stephens, Jackie Smith, David Kendrick

### Summer School Task Force

**Mission:** Review current summer model and seek out opportunities to develop summer school offerings that meet the students' demands with the intent to increase enrollment and provide students the opportunity to graduate sooner.

**Timeline:** February 1, 2018

**Membership:** Jim Margetts, Sherry Douglas, Tamara Toomey, Alex Helmbrecht, Heather Crofutt, Jim Powell, Danielle Lecher, Joel Hyer, Kate Pope

### Community College Task Force

**Mission:** Identify community colleges partnership opportunities and establish a plan that develops sound relationships.

**Timeline:** March 1, 2018

**Membership:** Charles Snare, Sherry Douglas, Jim Powell, Jim Margetts, Joel Hyer, Lisa Stein

### Quality Online Standards and Practices

**Mission:** Raise and maintain standards and practices of distance learning through faculty development and improved faculty/student interaction as outlined in the Online Engagement Initiative.

**Timeline:** November 2018

**Membership:** David Kendrick, Samuel Ballard, Alex Helmbrecht, Dave Nesheim, Michael Vogl, Nathaniel Gallegos, Josh Ellis, Mary Jo Carnot, Tara Wilson, Jim Powell

### Living Learning Communities

**Mission:** Integrate Academic Affairs with Student Affairs to build multiple learning communities within Residence Life that focus on co-curricular outcomes, retaining both faculty and students.

**Timeline:** April 15, 2018

**Membership:** David Kendrick, Austen Stephens, Pat Beu, Lisa Welsch, Marci Luton, Taylor Osmotherly, Josh Ellis