



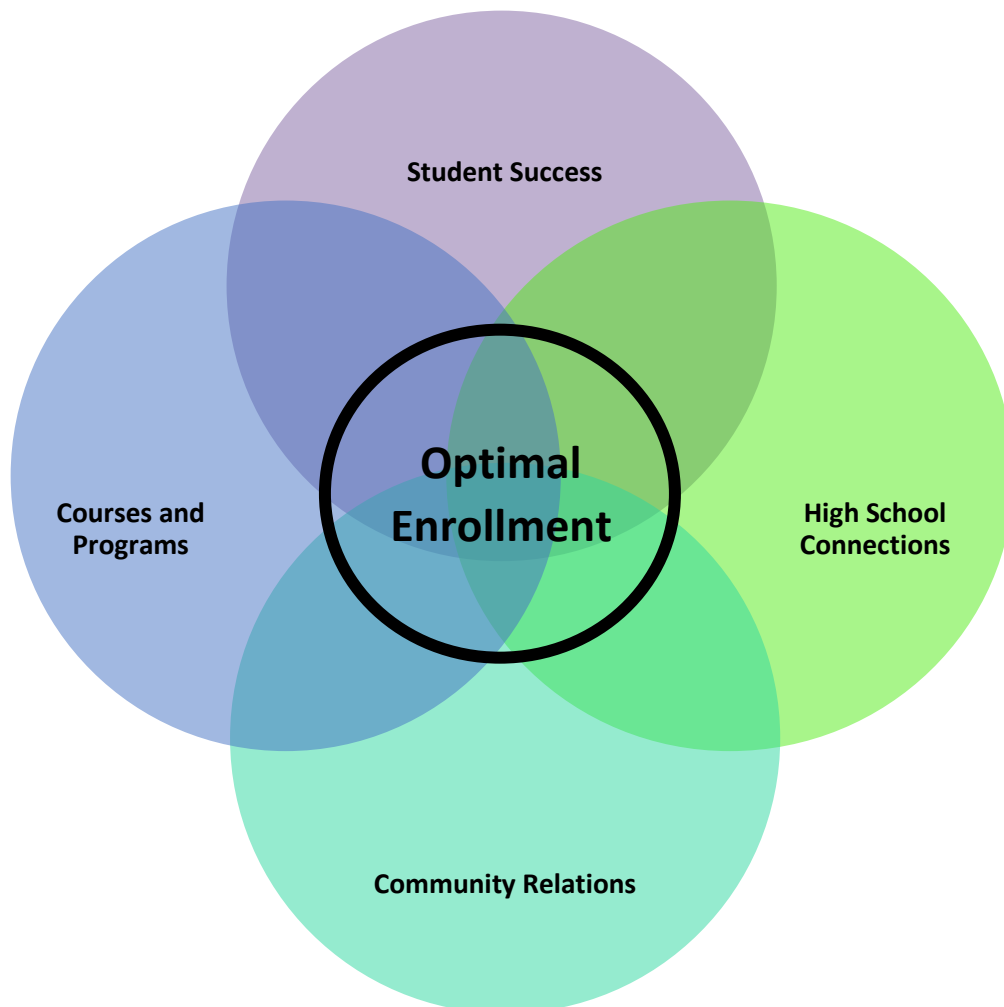
Strategic Enrollment Plan

(2019-2023)

Introduction

In a time of limited funding, it is vital that Carl Albert State College be strategic in its allocation of resources. It is equally important that CASC develop a comprehensive strategic enrollment plan to help define institutional goals and determine whether goals are being met. At the heart of any institutional strategic enrollment plan are the principles that guide the institution's enrollment planning. At CASC, these principles are:

- Students, and their success, are at the core of all that we do.
- Strategic enrollment goals will align with the institution's mission and institutional strategic plan.
- Participation from across the campuses is critical to an institution's ability to meet goals set forth in a strategic enrollment plan. Collaboration and coordination between all areas of the institution are critical to success.
- Attention will be given to the fiscal impact of strategic enrollment goals and associated plans to achieve those goals.
- Relevant data will be collected and used when setting enrollment goals and in assessing strategies and tactics.



5 Core Enrollment Components

Component 1: Courses & Programs: As our service area continues to change, CASC will anticipate and be responsive to the changing demographics and workforce needs of our community. This includes examining what, where and how courses and programs are offered.

1A. New Credit Programs:

- **Target:** Add at least two new academic programs leading to degrees or certificates by May 2020.
- **Strategies:** Conduct market research and environmental scans; work with Academic Affairs, other higher education partners and the professional community to determine needs.
- **Measurable Outcomes:** Number of degree or certificate options added
- **Timeline:** May 2020
- **Responsible Parties:** Enrollment Management and Academic Affairs

1B. Course Scheduling:

- **Target:** Increase the number of courses, sections offered and students enrolled in non-traditional delivery (hybrid, online, time of day, zoom, etc.) courses by 10% by May 2019.
- **Strategies:** Increase and promote the number of non-traditional course offerings (hybrid, online, zoom, course times, etc.)
- **Measurable Outcomes:** Number of non-traditional courses, sections offered and students enrolled in those courses.
- **Timeline:** May 2019
- **Responsible Parties:** Enrollment Management and Academic Affairs

1C. Academic Partnerships:

- **Target:** Expand the number and quality of educational partnerships with other regional colleges, technical schools and universities through 2020-21.
- **Strategies:** Work closely with colleagues at partner institutions (NSU, UAfS, KTC, etc.) to enhance and create new 2+2 agreements and program articulations.
- **Measurable Outcomes:** Number of new 2+2's and program articulation agreements.
- **Timeline:** May 2021
- **Responsible Parties:** Enrollment Management and Academic Affairs

1D. Athletic Programs:

- **Target:** Add three to five additional athletic programs and expand existing athletic facilities by the end of 2020-2021.
- **Strategies:** Work with NJCAA, the local community and the Board of Regents to expand and improve the number and quality of athletic programs and facilities.
- **Measurable Outcomes:** Number and quality of athletic programs and facilities.
- **Timeline:** May 2021
- **Responsible Parties:** Enrollment Management and Athletic Director

Component 2: High School Connections

It is essential that area high school administrators, faculty, parents, and students are aware of the myriad of programs and services that CASC is poised to provide to them. CASC is prepared and able to assist local families and their students achieve their educational goals.

2A. Concurrent Enrollment:

- **Target:** Increase the number of concurrent course sections offered to area high school students by 10%. Also, increase the number of high school concurrent students enrolling in these courses by 10% by May 2019.
- **Strategies:** Add additional designated concurrent sections, supply area high schools with zoom carts and hot spots, market the availability and value of concurrent offerings and teach in-person classes at Sallisaw High School.
- **Measurable Outcomes:** Number of sections offered and enrollment in those sections.
- **Timeline:** May 2019
- **Responsible Parties:** Enrollment Management and Academic Affairs

2B. Tutoring Program:

- **Target:** Establish a comprehensive tutoring program that utilizes CASC Scholars Program students to tutor and mentor local high school students by May 2023.
- **Strategies:** Meet with local public school administrators to establish the need for the tutoring program, work out the logistics of the program and train the tutors.
- **Measurable Outcomes:** Number of local high school students receiving tutoring.
- **Timeline:** May 2023
- **Responsible Parties:** Enrollment Management

2C. Recruitment Services:

- **Target:** Increase the number of local, on-site high school visits/contacts by 5% by offering specialized student enhancement workshops by May 2020.
- **Strategies:** Develop and market faculty and staff-driven, specialized student workshops geared towards improving student success at the high school level and the transition to college.
- **Measurable Outcomes:** Increase high school visits by 5%
- **Timeline:** May 2020
- **Responsible Parties:** Enrollment Management and Academic Affairs

Component 3: Eliminate Enrollment Barriers

CASC recognizes that the cost of attendance, financial barriers, inefficient/outdated admission and enrollment policies and procedures have a significant impact on initial college enrollment and long-term retention. CASC will leverage financial assets, provide financial awareness information, and correct outdated and inefficient admission and enrollment policies/procedures to support student goal attainment.

3A. Federal Financial Aid Increase:

- **Target:** Increase the number of students applying for and completing the process for Federal Student Aid as well as decrease the FAFSA package processing time by 2% by May 2020.
- **Strategies:** Pursue a new auto packaging FAFSA software package. Enlist the assistance of CASC Trio programs to increase the number of FAFSA applicants and completion rates.
- **Measurable Outcomes:** Number of students applying for and completing the FAFSA. Amount of time to process and complete FAFSA packaging.
- **Timeline:** May 2020
- **Responsible Parties:** Enrollment Management and Financial Aid

3B. Affordability Awareness:

- **Target:** Increase and improve marketing that promotes the CASC affordability by increasing social media and printed deliverables by May 2021.
- **Strategies:** Create coordinated marketing campaigns via social media and enhanced print materials that speak to CASC's affordability and value in the local market.
- **Measurable Outcomes:** Number of social media and print material produced. Number of students that respond to new media efforts.
- **Timeline:** May 2021
- **Responsible Parties:** Enrollment Management and Marketing

3C. Streamline Admission and Enrollment Processes:

- **Target:** Improve admission and enrollment processes/procedures that lead to reduced obstacles and delays in converting applicants to enrolled students by 5% by May 2020.
- **Strategies:** Pursue new admission processing software, create more streamlined admission processes and employ additional seasonal staff to assist with processing.
- **Measurable Outcomes:** Faster admission processing and completion times.
- **Timeline:** May 2020
- **Responsible Parties:** Enrollment Management, Admissions, and IT

3D. Institutional Scholarship Opportunities:

- **Target:** Increase the number of institutional scholarships available to students as well as the total amount of scholarships awarded by 10% by May 2020.
- **Strategies:** Partner with Development/Foundation to increase the availability of institutional scholarship funds, better leverage student funds and increase scholarship awareness.
- **Measurable Outcomes:** Increased scholarship applications and awards.
- **Timeline:** May 2020
- **Responsible Parties:** Enrollment Management and Development/Foundation

Component 4: Improve Student Success

CASC will provide programs and services designed to increase student persistence and graduation rates resulting in educational goal attainment.

4A. Improve Persistence Rates:

- **EM KPI/Target:** Increase persistence rates by 1% annually.
- **Strategies:** Increase awareness of student support services and enhance the Freshmen Orientation program.
- **Measurable Outcomes:** Annual persistence rates.
- **Timeline:** May 2021 and annually after
- **Responsible Parties:** Enrollment Management and Academic Affairs

4B. Improve Retention Rates:

- **EM KPI/Target:** Increase First-Time, Full-Time retention rates by 1% annually.
- **Strategies:** Implement a new Academic Advising Model, and utilize campus grant programs (NASNTI, SSS, EOC, etc.).
- **Measurable Outcomes:** Annual FTFT retention rates
- **Timeline:** Annual evaluation
- **Responsible Parties:** Enrollment Management and Academic Affairs

4C. Improve Completion Rates:

- **EM KPI/Target:** Increase graduation rates by 1% annually.
- **Strategies:** Increase awareness of student support services, the importance of staying on track to graduation, implementation of degree planning software, the opportunity for reverse transfer and an improved academic advising model.
- **Measurable Outcomes:** Annual graduation rates
- **Timeline:** May 2021 and annually after
- **Responsible Parties:** Enrollment Management and Academic Affairs

4D. Strengthen Academic Advisement:

- **Target:** Adopt an institutional academic advising model, hire additional professional academic advisors and train all faculty according to the academic advisement best practices by May 2021.
- **Strategies:** Hire professional advisors, create an academic advisement training handbook and workshop and pursue new software to assist with academic planning and scheduling.
- **Measurable Outcomes:** Number of professional academic advising staff, faculty advisor competency, number of successful advisement training workshops and number of students making academic plan progress.
- **Timeline:** May 2021
- **Responsible Parties:** Enrollment Management and Academic Affairs

Component 5: Enhance Community Relations

The relationship between CASC and the greater Poteau and Sallisaw communities is mutually beneficial and essential to the success of each. Although healthy and thriving, there is always room for improvement via increased involvement and awareness. CASC will make a concerted effort to enhance that relationship,

5A. Campus Awareness:

- **Target:** Increase awareness of CASC as a valued community partner, change agent, economic engine and educational provider of choice by 5% by May 2021.
- **Strategies:** Collaborate with local business and civic organizations, and develop a CASC community awareness campaign.
- **Measurable Outcomes:** Increased community awareness as measured by satisfaction surveys.
- **Timeline:** May 2021
- **Responsible Parties:** Institution-wide

5B. Community Involvement:

- **Target:** Encourage employees to identify community service projects/opportunities that inspire them to be actively engaged, servant leaders. Increase overall faculty/staff involvement in the community by 5% by May 2021.
- **Strategies:** Foster a collaborative, empowering work environment that strengthens and promotes positive partnerships and community service opportunities for all CASC employees.
- **Measurable Outcomes:** Employee/Community involvement and satisfaction survey results.
- **Timeline:** May 2021
- **Responsible Parties:** Institution-wide