
Action Project

Enrollment Growth

Status: Retired

Institution: Wayne State College

Submitted: 2002-05-29

Timeline:

Planned project kickoff date:

Target completion date:

Actual completion date:

A. Give this Action Project a short title in 10 words or fewer:

Enrollment Growth

B. Describe this Action Project's goal in 100 words or fewer:

The goal for this project is enrollment growth. This is a complex process that involves retention, recruitment, scholarships, distance learning, and continuing education just to name a few. The focus for this project in the short term will be on the freshman year and retention. Advising will be systematically evaluated, exit surveys (class specific) will be conducted at the end of the year, utilization of an end of the freshman year questionnaire, and the impact of social and learning communities will be examined.

C. Identify the single AQIP Category which the Action Project will most affect or impact:

Primary Category: Understanding Students' and Other Stakeholders' Needs

D. Describe briefly your institution's reasons for taking on this Action Project now -- why the project and its goals are high among your current priorities:

This goal was selected as very important by both the focus groups in 1999-2000 and the AQIP Council in 2000-2001. A combination of demographic and economic factors, as well as, increased competition has caused enrollment declines in recent years. The specific activities to advance this goal were identified using brainstorming, nominal group, multi-voting, and rank ordering techniques.

E. List the organizational areas - institutional departments, programs, divisions, or units -- most affected by or involved in this Action Project:

This will directly affect academic departments and the advising center as we look at advising and retention. It will have an impact on the information management office as they track student retention and on the student affairs office as they arrange for exit interviews and administering the end of the freshman year questionnaire. There may also be some impact in the admissions office and the registrar since admission, advising and registration are closely related for freshmen.

F. Name and describe briefly the key organizational process(es) that you expect this Action Project to change or improve:

Advising and registration will be the most directly affected processes, but recruiting, admissions, and student services may also be affected.

G. Explain the rationale for the length of time planned for this Action Project (from kickoff to target completion):

AQIP topics will be a regular part of the campus bulletin, progress on projects will be reported at the fall and spring faculty and staff meetings. Open meetings will be scheduled to discuss specific activities and recruit volunteers. Specific members of the AQIP Council have been assigned to facilitate different aspects of this project.

H. Describe how you plan to monitor how successfully your efforts on this Action Project are progressing:

Retention rates and when students leave will be closely monitored. The effectiveness of the advising process will be monitored and reviewed on a regular basis. The number of freshmen registering early for the Spring term and the following year will be monitored.

I. Describe the overall "outcome" measures or indicators that will tell you whether this Action Project has been a success or failure in achieving its goals:

The results of the exit survey and the end of the freshman year questionnaire will be reviewed. We currently give freshmen the UCLA Freshman Survey during orientation at the beginning of the year. This information will be compared to the End of the Freshman Year Questionnaire also developed by UCLA. This should give us a good comparison between freshman expectations and experiences during the first year.

The effect of experimental learning communities on retention will be examined.

J. Other information (e.g., publicity, sponsor or champion, etc.):

Increase the freshman retention rate and show growth in enrollment. Increase the freshman retention rate by 10% and sustain growth in enrollment. Enrollment of 4000 students.

Last Action Project Update: 2006-09-14

A. Describe the past year's accomplishments and the current status of this Action Project.

This year total enrollment increased about 1% (.92%) over last year. The number of visits to campus by prospective students was up from 1213 in 2004-05 to 1563 in 2005-06. The number of applications was up from 1485 to 1553. The number of new first year students was also up from 605 to 617, about a 2% increase. Total fall enrollment this year is 3398 students. We changed the format of our admissions activities on campus based on feedback from visitors and we modified our summer registration process for freshmen, again based on survey information.

The scholarship awarding process was modified to get awards out earlier and this resulted in the acceptance rate increasing from 50% to 75 %.

The new automated admissions software was fully implemented this past year.

We also hired a marketing coordinator this past year. They are responsible for implementing the marketing plan and working with admissions to increase our visibility. The marketing budget has also been increased to support these efforts.

B. Describe how the institution involved people in work on this Action Project.

Admissions and Marketing coordinated their efforts to increase visibility. Faculty and staff were reminded that recruitment is everyone's job and the impression a potential student and their family get during a visit is very important. Admissions and Financial Aid worked together to improve the scholarship awarding process.

C. Describe your planned next steps for this Action Project.

This action project will be retired following the review period. As a result of discussions on campus and discussions at the strategy forum in May 2006, this project will be replaced with a more focused effort on increasing student retention and completion rates.

D. Describe any "effective practice(s)" that resulted from your work on this Action Project.

We implemented a campus visit day just for high school juniors called "Just Juniors". This was marketed effectively and resulted in about 300 juniors visiting campus. This accounted for a part of the increase in campus visits. This year we will track those students to see what % return as seniors for visits. Eventually they will be tracked to see how many enroll. Our data has shown that a visit to campus has a very positive effect on a student's decision to enroll.

E. What challenges, if any, are you still facing in regards to this Action Project?

Retention from the first to second year still needs improvement and will be addressed in a new more focused action project.

F. If you would like to discuss the possibility of AQIP providing you help to stimulate progress on this action project, explain your need(s) here and tell us who to contact and when?
