

# Upper Iowa University Strategic Planning

## Enrollment Report, Public Comments & Response

### Committee Members:

Shon Bruns

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## Enrollment, Financial Aid, Registration and Advising

Team members: Jobyna Johnston, chair, Janet Kehe, Stacia Greve, Shon Bruns, Laura VanSickle, Wade Witcher, Mike Woodson, Shari Robertson, Heath Grimm.

There are 4 programmatic priorities that must be addressed under this area. The priorities are listed below and have listed related issues that need to be considered when looking at each priority. Timelines, actions assignments and resource requirements are also listed.

### Programmatic priorities

1. A comprehensive enrollment plan that has been developed with the assistance of Noel Levitz must be utilized to grow the enrollment at the RU of non-athletic students.
  - The process of buying names needs to be reviewed and reorganized. The names are not being purchased in a timely fashion and the criteria for selection are not being determined systematically.
  - The mail flow for student inquiries was recently reviewed and adjusted for consistency.
  - Admissions counselors must receive thorough training on campus visit and phone call procedures. They must also be allowed to participate in professional development opportunities.
  - New prospect markets need to be developed with the assistance of MarCom.

Timeline: Implementation of 1-3 years

Action Assignment: The admissions office must be responsible.

Resource requirements: Professional development funds that currently exist must be utilized for that purpose and budgetary maintenance must be a priority to allow for purchasing of names in the necessary time frame.

2. The RU and the EU have different admissions applications and acceptance policies in place. To have seamless movement of students from one modality to another, the application and the process need to be one in the same.
  - We recommend that key personnel audit all applications available to attend any area of UIU and a single application be created for both EU and RU.
  - We recommend that the acceptance policies be reviewed and a single policy be recommended for both EU and RU.

Timeline: Implementation of 1-3 years

Action Assignment: The admissions office will take the lead with assistance from key EU personnel.

Resource requirements: No additional resources necessary

3. The Drop/Add period for the EU and RU needs to be reviewed. Students are allowed three days into the term to Add classes but are allowed to drop

classes up through the fifth week of an eight week term. This causes issues for financial aid, billing and athletic eligibility.

- We recommend that the drop period be reviewed and benchmarking be completed by both RU and EU to determine if it would be feasible to shorten the period.

Timeline: Implementation of 1-3 years

Action Assignment: Dr. Ogle and Dr. Haines should take the lead and appoint key faculty to review to policy.

Resource requirements: No additional resources necessary

4. Fayette campus faculty are utilized as academic advisors. EU has Academic Advising positions.
  - We recommend advising training for all faculty advisors.
  - Utilize the Jenzabar Advising module.
  - Look at making the evaluation of advising as part of faculty tenure requirements.
  - Hire full time academic advisor to handle students who are undecided.

Timeline: Implementation of 1-3 years

Action Assignment: Dr. Ogle and Dr. Haines should take the lead in evaluating this possibility.

Resource requirements: \$30,000 per position.

### Policy Issues

- Application differences, Acceptance policies – The applications and acceptance policies differ at the Fayette campus versus the EU.
  1. Internal – These applications and acceptance policies have been developed by EU and RU. As long as all information is requested, these should be able to be combined.
- Academic year definition and Full time, part time status definitions are different between EU and RU.
  1. External – Department of Education regulations concerning Financial Aid could be a barrier.
- Drop/Add policy, AW policy too liberal
  1. Internal – policy has been in place for several years and needs to be revisited.
- Faculty advisors versus full time academic advisors.

# ENROLLMENT TEAM REPORT COMMENTS

Comment 1: 03 October 2007

While I would like to “engage in a campus-wide dialog” as requested by Dr. Walker, I note that these pages are accessible to the general public.

Although we have nothing to hide, this dialogue may prove to be more dynamic and effective if taken off-line. While the general public can be privy to the process itself, would it not better serve the university to keep the content at this point within the university community?

I submit this comment with the utmost respect for our historic values and institutional heritage.

DSerra

Comment 2: Increase in enrollment

When the fall 2007 enrollment figures were announced, I was pleased. I also wondered if anyone ever found out what led to the increase, the best in 30 years. In other words, we need to know what we are doing right so we can do it some more.

Melle Starsen

**END OF ENROLLMENT COMMENTS**

Enrollment Team

No response to the public comments was necessary.