Closing the Gap Between Academic and Technology Leadership:
Combining Strategic Enrollment Management with an Existing Strategic Plan

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Indiana State University
More. *From day one.*

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Presentation Overview

Section 1: **Strategic Goals and Drivers**

Section 2: **The Environment:**

       Tools, Resources, Approaches,

       Activities

Section 3: **Closing the Gap**

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Indiana State University Strategic Plan

Goal 1: Increase Enrollment and Student Success

Goal 2: Advance Experiential Learning

Goal 3: Enhance Community Engagement

Goal 4: Strengthen and Leverage Programs of Distinction and Promise

Goal 5: Diversify Revenue: Philanthropy, Contracts and Grants

Goal 6: Recruit and Retain Great Faculty and Staff

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Indiana State University Strategic Plan

Goal 2: Advance Experiential Learning

Objective: Increase the percentage of students who participate in internships, practicums, and field experiences before graduation to 100%

Benchmark: # of seniors who have had an experiential learning component (internship, summer professional employment, etc.)

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Indiana State University Strategic Plan

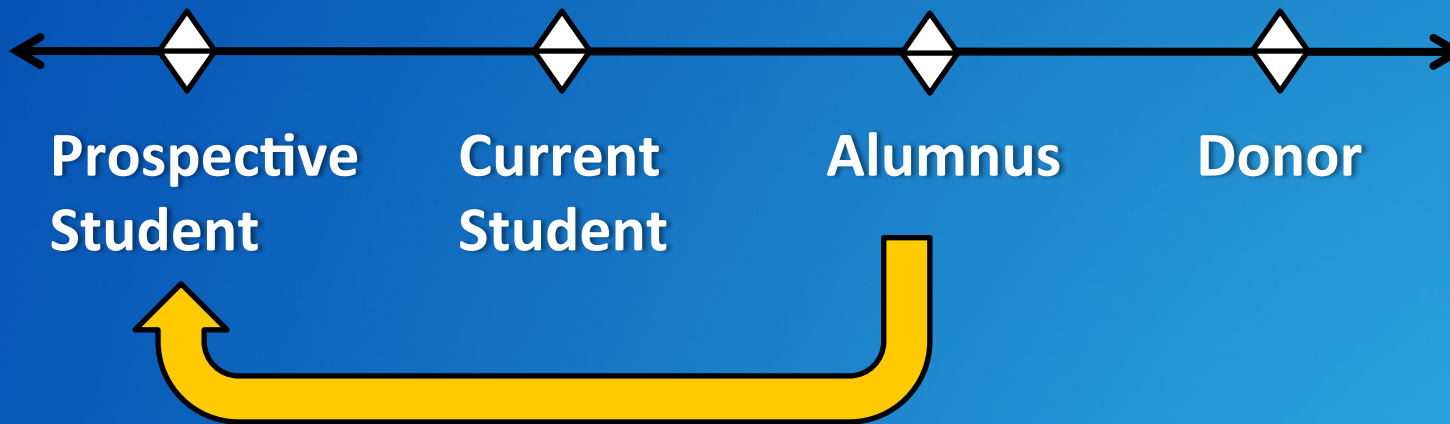**Goal 3: Enhance Community Engagement**

Objective: Increase student participation in outreach activities each year, until, by 2014, 100% of ISU students have at least 1 community engagement experience before graduation

Benchmark: Yearly student participation rate in community engagement activities
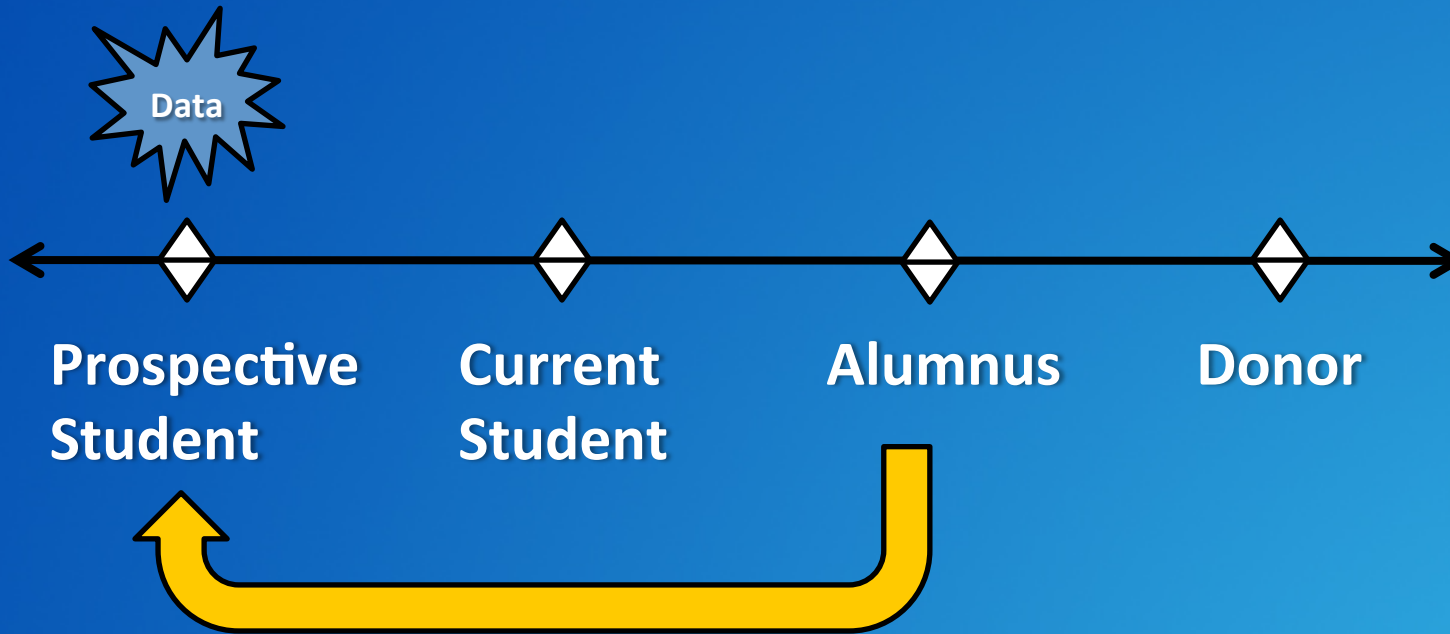
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Drivers

- Build data for decision making
- Create a culture to support data-based decision making
- Assess direction and success of individual programs and initiatives
- Connect students with campus service providers and support entities
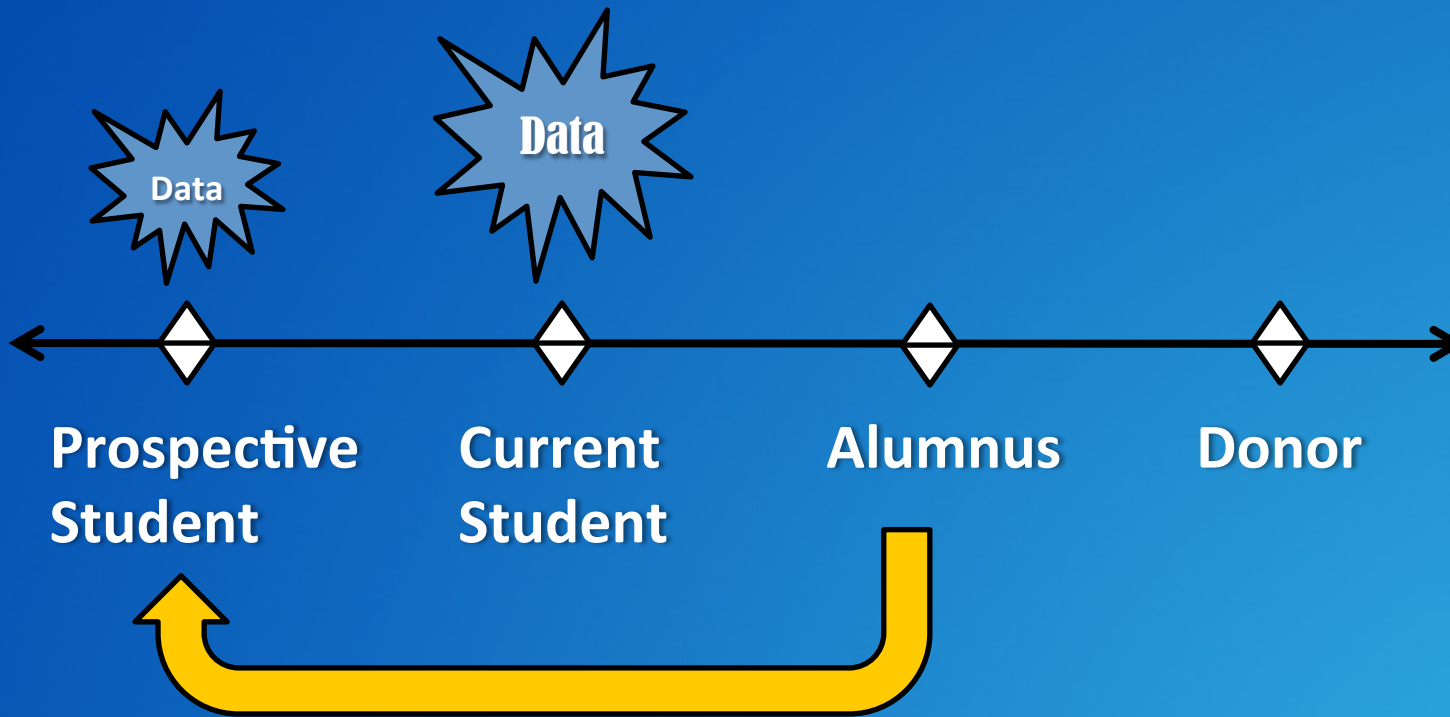- Promote student engagement and other student success factors
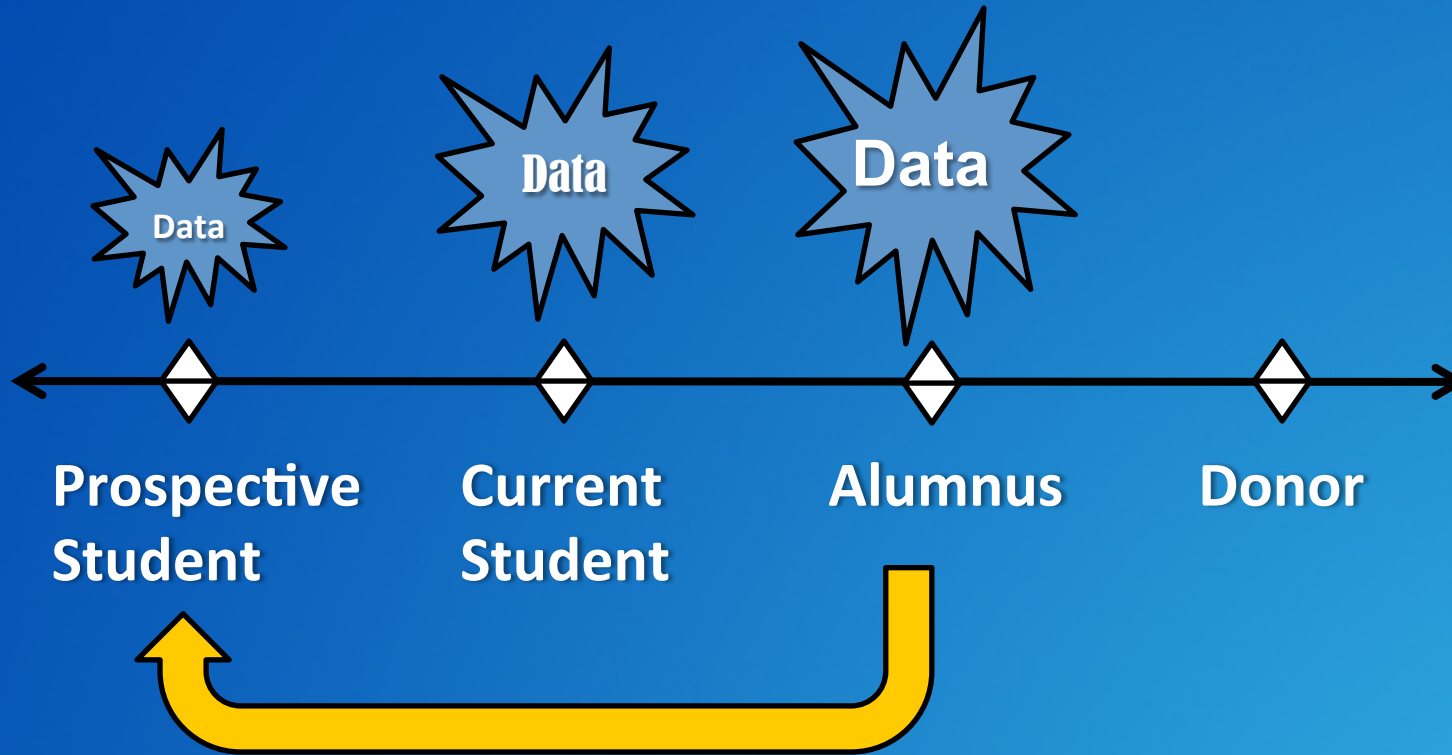
Areas of Focus: Lifecycle

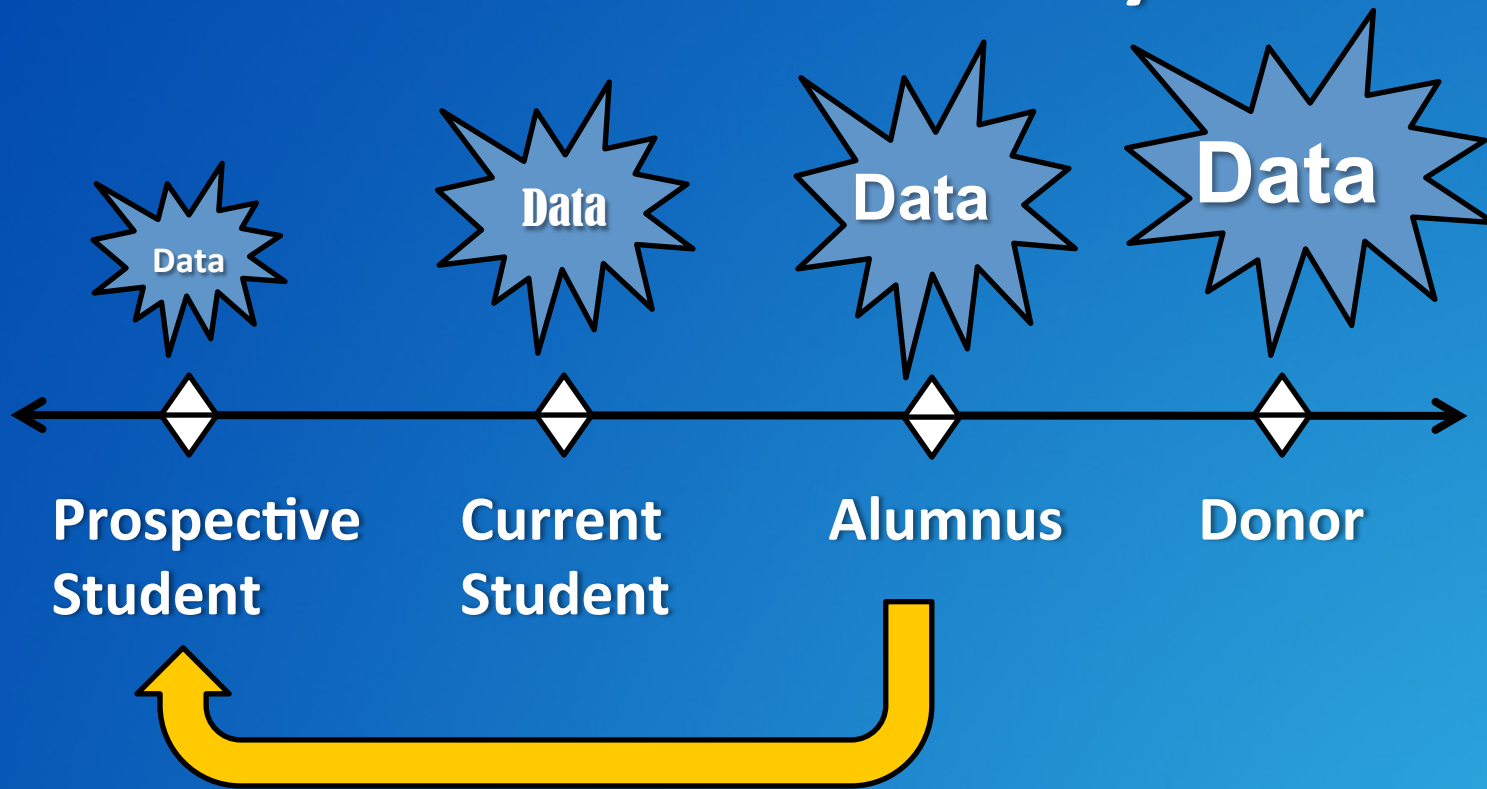**Prospective Student** — **Current Student** — **Alumnus** — **Donor**

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Areas of Focus: Lifecycle

Data

Prospective Student → Current Student → Alumnus → Donor

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Areas of Focus: Lifecycle

Tools

Processes/ Communications

Tweet ↔ **Campaigns** ↔ Email

Text ↔ **Campaigns** ↔ Mail

CRM

Talisma

Data Warehouse

Student   Finance   HR

Blackboard Analytics

Source Systems

Banner   MapWorks   Learn   OrgSync   CBORD

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Currently Active

Admissions

College Admin

1st-2nd Yr Retention

Student Engagemt/ Success

Talisma

Dashboards

Student Finance HR

Banner ← CBORD → Map Works

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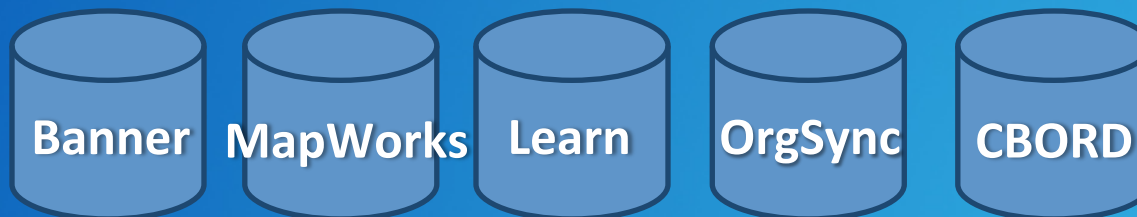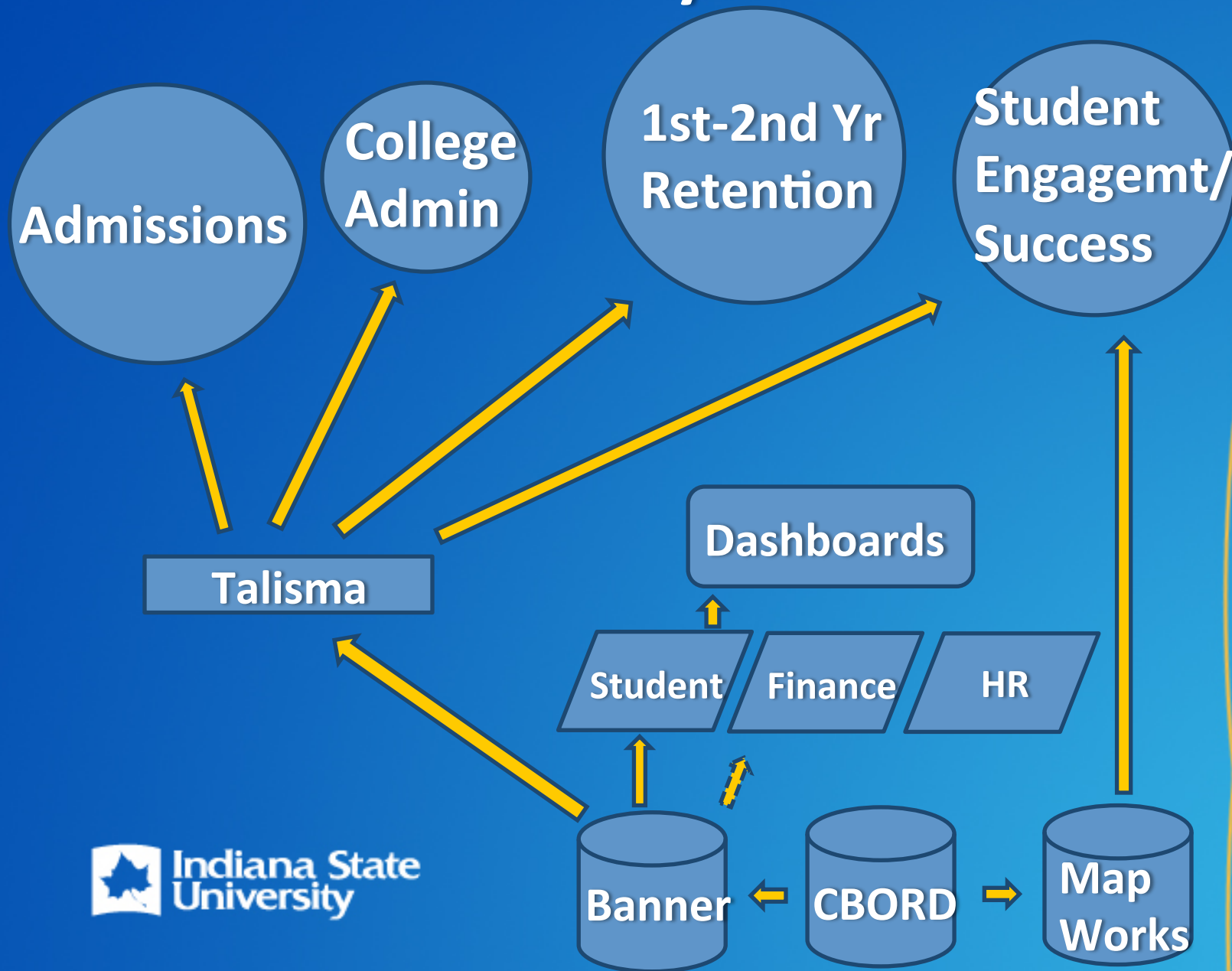
Strategic Drivers / Activity Examples

- **Increase Enrollment** ➡️
  - **Admissions Campaigns**
  - **Fall-Spring Retention**

- **Improve Student Success** ➡️ **Data-to-action with faculty, advisors, residence life**
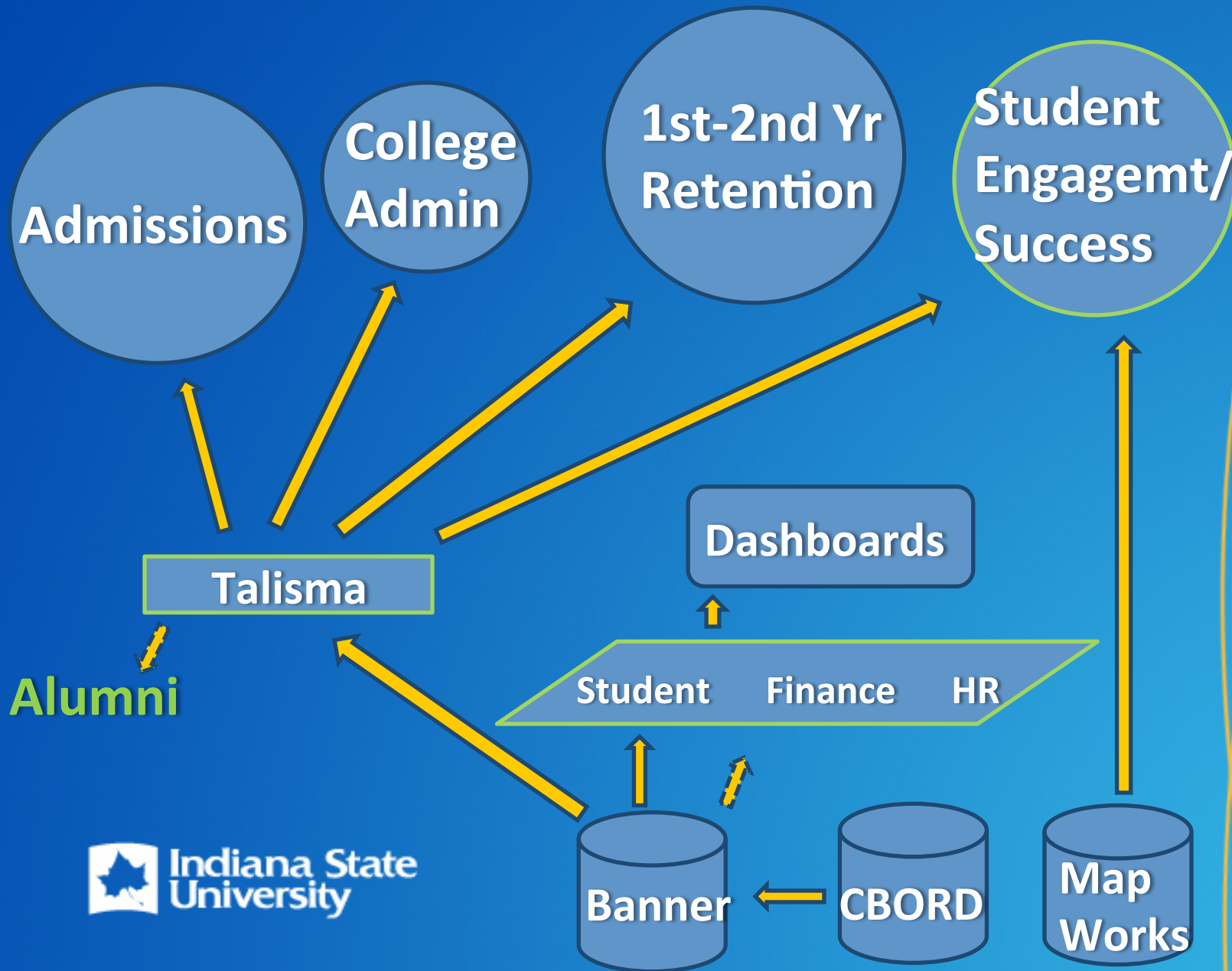
- **Experiential Learning / Community Engagement** ➡️ **Tracking, reporting internships / volunteer activities**
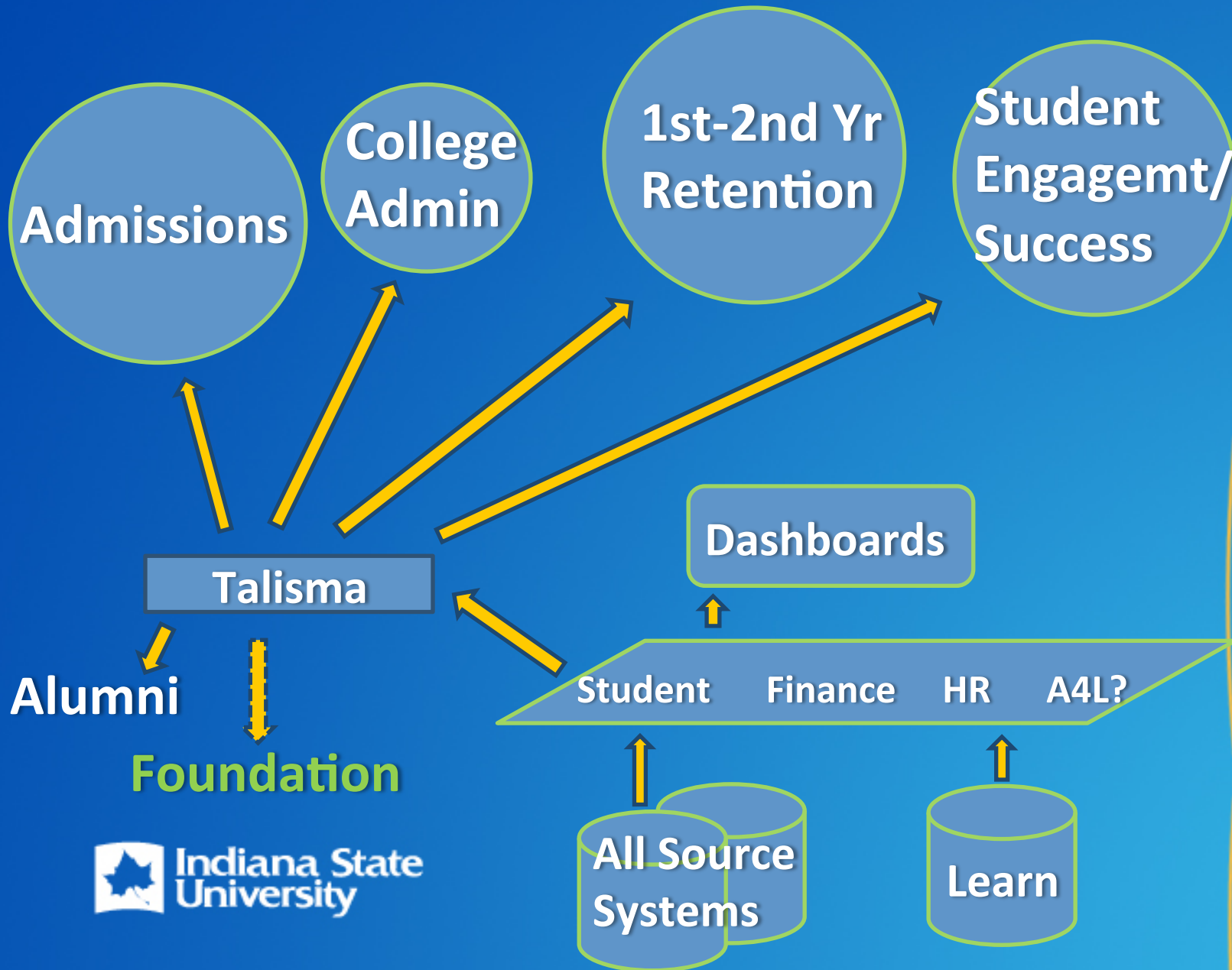
- **Affordability** ➡️ **Four-year guarantee, financial aid notices, work-study notice**

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Future

Admissions

College Admin

1st-2nd Yr Retention

Student Engagemt/ Success

Talisma

Alumni

Foundation

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Dashboards

Student   Finance   HR   A4L?

All Source Systems

Learn

A Few Words About Process

Operational

Strategic

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A Few Words About Process

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A Few Words About Process

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Strategic

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Closing the Gap

1. Establish a Vision
2. Identify Clear Drivers and Goals
3. Build Active Partnerships
4. Break Down Barriers and Boundaries
5. Identify and Use the Tools
6. Develop New Skill Sets
7. Maintain Focus
8. Manage the Environment
9. Assess
10. Foster the Emerging Culture

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