

Stockton University
Strategic Enrollment Management Plan FY24
Academic Year 2023/2024

- I. The University continues the important work of evaluating its recruitment goals and strategies,

SEMP PRIORITY #1: Monitor Key Performance Indicators Across Enrollment-Related Functions and Create Planning Efficiencies.

Aligned with:

- [Cabinet's Strategic Priority #2](#): Develop and support planning and governance processes that are integrative, collaborative, transparent, and sustainable.
- [Cabinet's University Priority #5](#): Improve and expand the University's internal operational efficiencies.

Goals	Description	Lead Units
1.1	Evaluate and recommend faculty growth in relation to student enrollment growth goals.	AA
1.2	Strengthen coordination of enrollment planning with academic planning and course scheduling.	AA
1.3	Increase strategic communication outreach.	EM
1.4	Analyze course delivery surveys, share with SEMP, and identify where appropriate actions for increasing online/hybrid and evening/weekend learning opportunities, particularly to attract non-traditional and adult students.	AA
1.5	Utilizing anticipated Student Success Software Solution, promote opportunities to automate Eligible to Enroll communication outreach	EM, SA, ITS
1.6	Review transfer credit acceptance practices to expand transfer student applicant pool and yield	AA, EM

SEMP PRIORITY #2: Increase the Quantity, Quality, Diversity, and Yield of the Applicant Pool for First Year, Transfer and Graduate Students.

Aligned with:

- [Cabinet’s Strategic Priority #1](#): Advance the University’s mission of excellence in teaching and learning, scholarly and creativity, and dedication to service.
- [Cabinet’s Strategic Priority #3](#): Support human diversity and inclusion in all of its forms and in a manner that serves the needs of our region and recognizes our place in a global society.

Goals	Description	Lead Units
2.1	Expand recruitment efforts and allocate necessary resources to support diversity and inclusion efforts.	EM, URM, GS
2.2	Focus Planning on increasing student diversity.	AA, EM, URM
2.3	Increase the number of students entering through dual admittance agreements.	AA, EM
2.4	Optimize use of academic merit scholarships, Stockton Promise, and Stockton Grant-In-Aid programs to aid in helping first generation and increasing the overall diversity of institutional scholarship recipients.	EM, GS, FA

2.5

SEMP FY24

APPENDIX – WITH METRICS AND ACTION ITEMS

SEMP PRIORITY #1: Monitor Key Performance Indicators Across Enrollment-Related Functions and Create Planning Efficiencies.

1.1 Evaluate and recommend faculty growth in relation to student enrollment growth goals.

Metric #1	<u>Faculty Growth</u> Research and evaluate strategies to keep proportion of student and faculty consistent to past practice. Historically, the faculty to student ratio is 18:1.	
Lead Unit / Support:	AA	IR
Deadline:	Annual review through FY24 (June 30, 2024)	
Updates:		

1.2 Strengthen coordination of enrollment planning with academic planning and course scheduling.

Metric #1	<u>Coordination of New and Existing Academic Programming.</u> <i>Provide oversight and scaffolding for intentional academic planning and course scheduling.</i>	
Lead Unit / Support:	AA	EM, GS, CPO, IR, URM
Deadline:	Annual review through FY24 (June 30, 2024)	
Updates:		

1.3 Increase strategic communication outreach.

Metric #1	<i>Expand upon communication and recruitment efforts, including but not limited to: daily in-person tours, purchase of additional search names, utilizing existing students to influence prospective students, removing barriers that prohibit students from applying (e.g. deadlines, application requirements), improving relationships with External Partners (e.g. Health Care providers with Tuition Discounts, High School Guidance Counselors).</i>	
Lead Unit / Support:	EM, GS	URM
Deadline:	June 30, 2024 with on-going annual review	
Updates:		

- 1.4 Analyze course delivery survey results, share with SEMP, and identify appropriate actions for increasing online/hybrid and evening/weekend learning opportunities, particularly to attract non-traditional and adult students.

Metric #1	<i>Increase adult and non-traditional population.</i>	
<i>Lead Unit / Support:</i>	<i>AA</i>	<i>EM</i>
<i>Deadline:</i>	<i>June 30, 2024 with on-going annual review</i>	
<i>Updates:</i>		

- 1.5 Utilizing anticipated Student Success Software Solution, promote opportunities to automate Eligible to Enroll communication outreach

Metric #1	<i>Integrate efforts that are currently handled ad-hoc and manually by the Operations SEAT Team within the Student Success Software solution to achieve automated messaging to maintain student persistence</i>	
<i>Lead Unit / Support:</i>	<i>EM, ITS, CPO</i>	<i>Advising</i>
<i>Deadline:</i>	<i>June 30, 2024 with on-going annual review</i>	
<i>Updates:</i>		

Metric #1	<i>Review current transferable credit limit for incoming UG Transfer Students. Benchmark against peer institutions</i>	
<i>Lead Unit / Support:</i>	<i>AA, EM, CPO</i>	<i>Advising</i>
<i>Deadline:</i>	<i>June 30, 2024 with on-going annual review</i>	
<i>Updates:</i>	Transfer summit planning group has been assembled in FY24 to work on this.	

Metric #2	<i>Evaluate the review of "C-" grades as accepted transfer credits</i>	
<i>Lead Unit / Support:</i>	<i>AA, EM</i>	<i>Advising</i>
<i>Deadline:</i>	<i>June 30, 2024 with on-going annual review</i>	
<i>Updates:</i>	Transfer summit planning group has been assembled in FY24 to work on this.	

SEMP PRIORITY #2: Increase the Quantity, Quality, Diversity, and Yield of the Applicant Pool for First Year, Transfer and Graduate Students.

2.1 Expand recruitment efforts and allocate necessary resources to support diversity and inclusion efforts.

Metric #1	<u>Recruitment Plan.</u> <i>Update annual undergraduate and graduate admissions recruitment plans each cycle.</i>
<i>Lead Unit / Support:</i>	<i>EM, GS</i> <i>CPO/IR, URM</i>

Metric #4	<u>International Students.</u> <i>(a) Develop an iSEMP plan to support International Student Recruitment and Support.</i>	
<i>Lead Unit / Support:</i>	OGE, EM	URM
<i>Deadline:</i>	Annual review through FY24	
<i>Updates:</i>	Process for issuing I-20s is shifting in FY24 from OGE to Admissions. Both UG and GR admissions will have their own dedicated DSO staff to issue I-20s.	

Metric #5	<u>Graduate Students.</u> <i>Identify graduate programs that have potential for growth and implement marketing and recruitment strategies to increase enrollment.</i>	
<i>Lead Unit / Support:</i>	EM, GS	AA, URM
<i>Deadline:</i>	Annual review through FY24	
<i>Updates:</i>	URM Focused study for FY24 include MSN and DNP program.	

2.2 Focus planning on increasing student diversity.

Metric #1 Racial/Ethnic Diversity.
Stockton has strived to increase its diverse racial/ethnic population by

2.5 Increase Fall 2024 applicant pool of Graduate Programs through improved awareness, promotion, and value of graduate programs at Stockton from a programmatic approach.

Metric #1

Graduate Programs

Increase awareness, promotion, and value of graduate programs at Stockton.

The focus will be on those programs which currently meet the desired delivery and timing preferences of graduate students.

Additionally, we will consult with School of Business to develop a strategic

PRIORITY #3: Support Student Retention and Completion.

Updates:

Support continuous improvement in recruitment and retention of Veteran Students.

Metric #1

Veteran Students

Review the acceptance of prior learning credits policies/procedures to attract