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SEM Evaluation – Year 1



Overview of the WSU SEM process

- In conjunction with WSU's Strategic Planning process, a SEM plan was developed for growth over five years.



- <http://wichita.edu/semplan>
- As a part of the plan, all university constituencies were involved in developing the plan with an expectation to help grow enrollment, promote WSU, serve students, and ensure each student has an excellent experience at Wichita State.
- The plan was adopted August 2016

WSU SEM Goals

- Goal 1: Develop activities beginning in fall 2016 that foster a culture of enrollment growth among faculty, staff and students
- Goal 2: Increase enrollment of degree seeking underserved student populations by 8.5% yearly through fall 2020
- Goal 3: Increase retention rates of degree seeking underserved student populations by 2.5% yearly through fall 2020
- Goal 4: Increase enrollment along the I-35 corridor by 18% yearly through fall 2020
- Goal 5: Increase non-degree for credit enrollment by 14% yearly through fall 2020
- Goal 6: Identify new and emerging academic programming beginning in fall 2016 that leads to enrollment growth
- Goal 7: Increase enrollment of new fall students in online programs by 110% by fall 2020

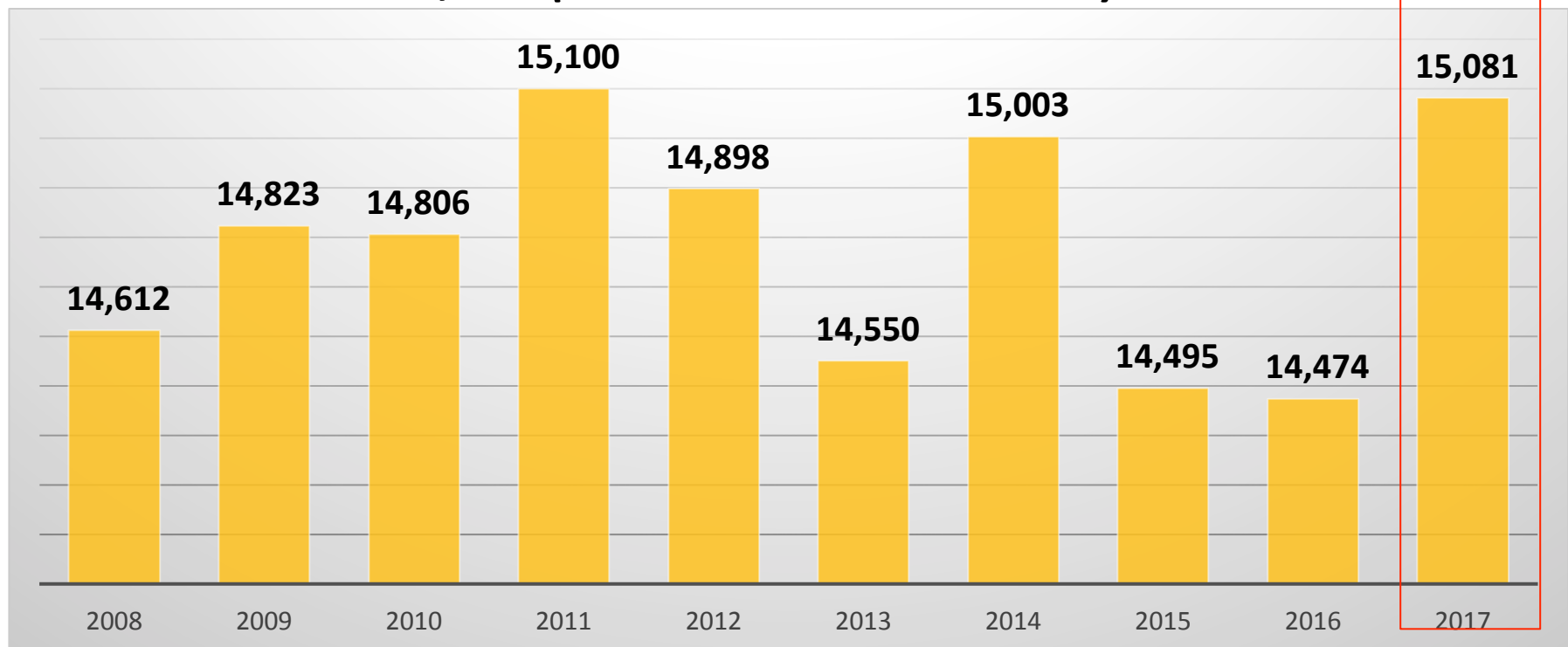
Underserved=1st generation; underrepresented minorities; low income students

Outcomes

Overall Enrollment

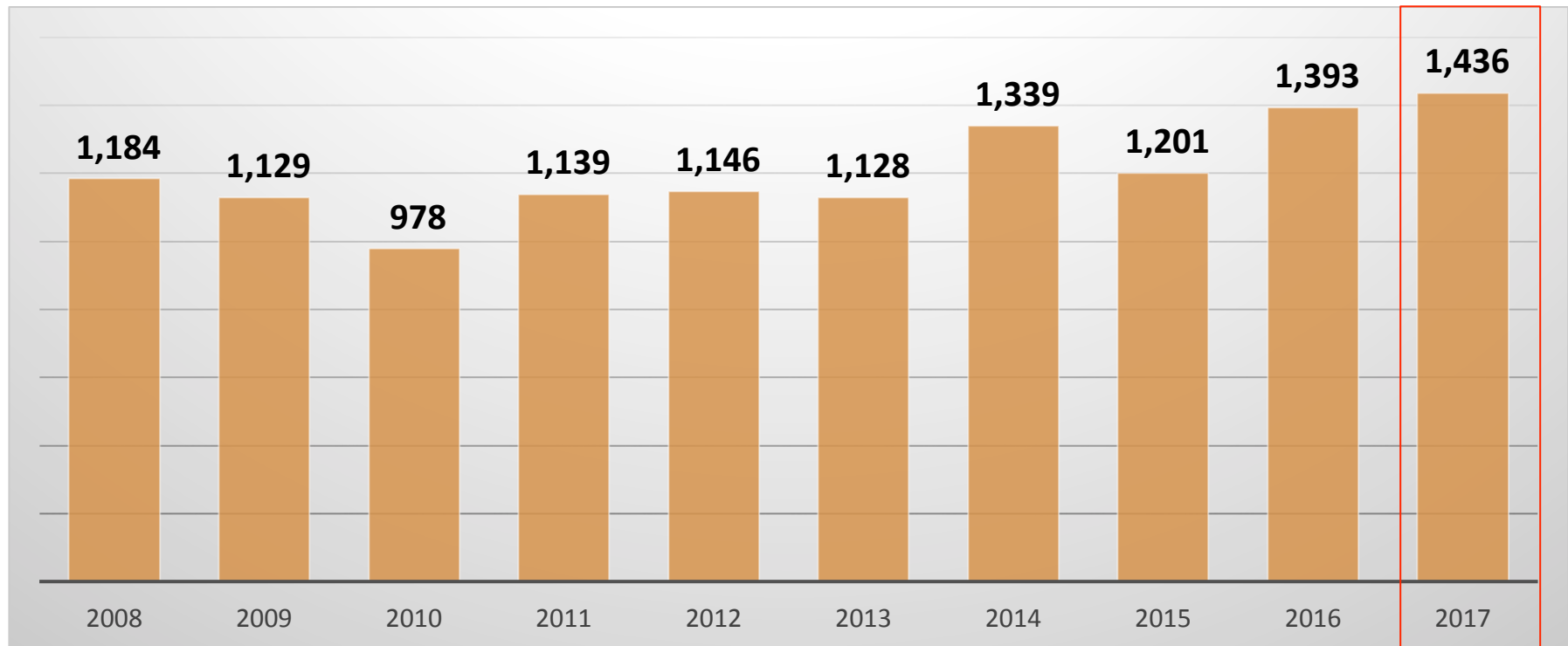
Overall Enrollment

- Fall 2020 goal 18,000: 6.1% yearly increase across all goals
 - **Fall 2017=15,081 (4.2% increase over 2016)**



First-Time New Freshmen

- **2017=1,436 (3.1% increase over 2016)**



First-time new freshmen= matriculating high school students (may have AP hours)
Freshmen=Students < 30 hours of earned hours and can include first-time new freshmen, transfers, returning adults
IPEDS-based freshmen=Students without post-secondary hours after HS graduation (may have AP credit)

Goals 1-7

Goal 1

- Develop activities beginning in fall 2016 that foster a culture of enrollment growth among faculty, staff and students:
 - *Completed or ongoing*
 - *UNISCOPE*
 - *Faculty recruitment/retention fellows*
 - *Faculty tool box/Weekly retention tips*
 - *New for 17-18 AY*
 - *Student service standards*
 - *Relationship marketing*

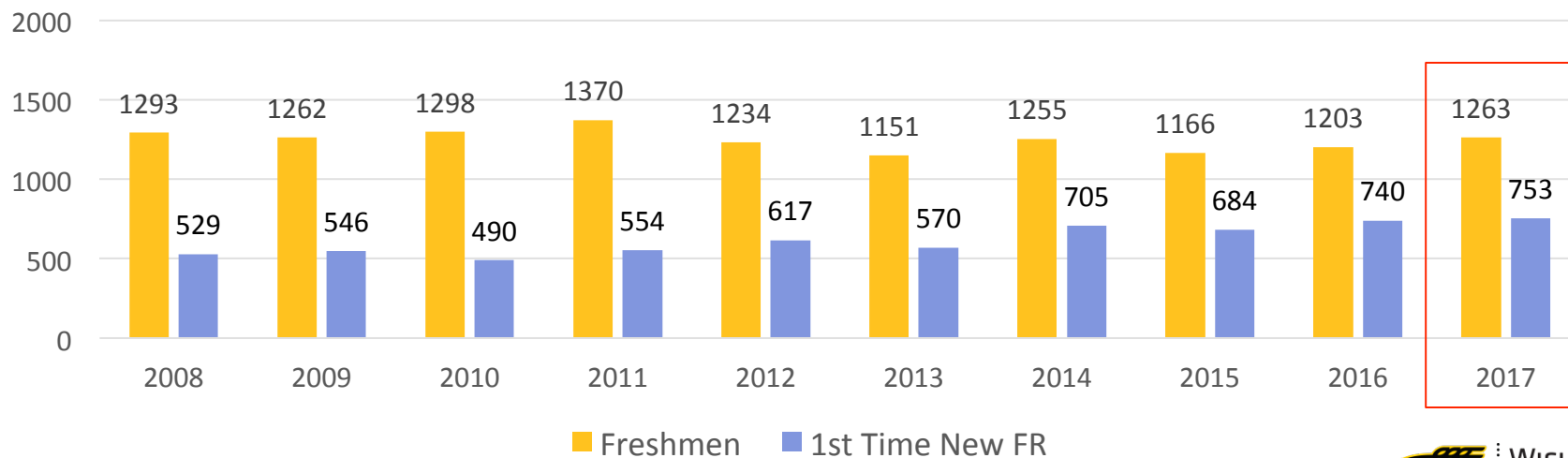
Goal 2

- Increase enrollment of degree seeking underserved student populations (UG/GR) by 8.5% yearly through fall 2020:
 - ***Completed or ongoing***
 - ***Created renewable need-based aid for incoming new students***
 - ***Modified KBOR performance agreement retention scholarship***
 - ***Created micro-grants for students who have exhausted federal aid***
 - ***New for 17-18 AY***
 - ***Create book fund for students who have exhausted federal aid***
 - ***Leverage TRIO programs for UG/GR recruitment efforts***

Underserved=1st generation; underrepresented minorities; low income

Goal 2

- Increase enrollment of degree seeking underserved student populations (UG/GR) by 8.5% yearly through fall 2020:
 - ***Among first-time new freshmen, 2017 increase of 1.8% over 2016***
 - ***Among freshmen, 2017 increase of 5.0% over 2016***

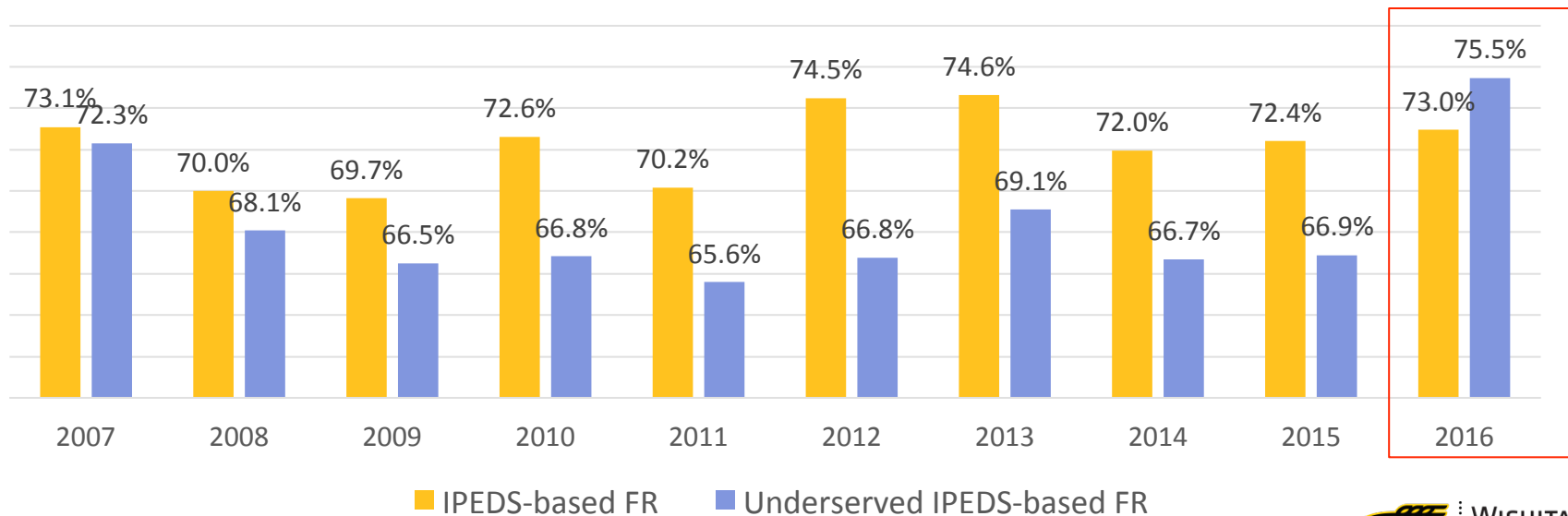


Goal 3

- Increase retention rates of degree seeking underserved student populations by 2.5% yearly through fall 2020:
 - *Completed or ongoing*
 - *Developed a centralized freshmen advising center in the OneStop*
 - *Developed a proactive advising/scheduling system*
 - *Continued implementation of the Graduation Partnership*
 - *New for 17-18 AY*
 - *Centralize advising materials*
 - *Robust advising marketing*
 - *Enhanced retention efforts in Student Affairs*

Goal 3

- Increase retention rates of degree seeking underserved student populations by 2.5% yearly through fall 2020:
 - **Underserved 2016 cohort 75.5% (2015 cohort=66.9%)**
 - **University rate 2016 cohort=73% (2015 cohort=72.4%)**

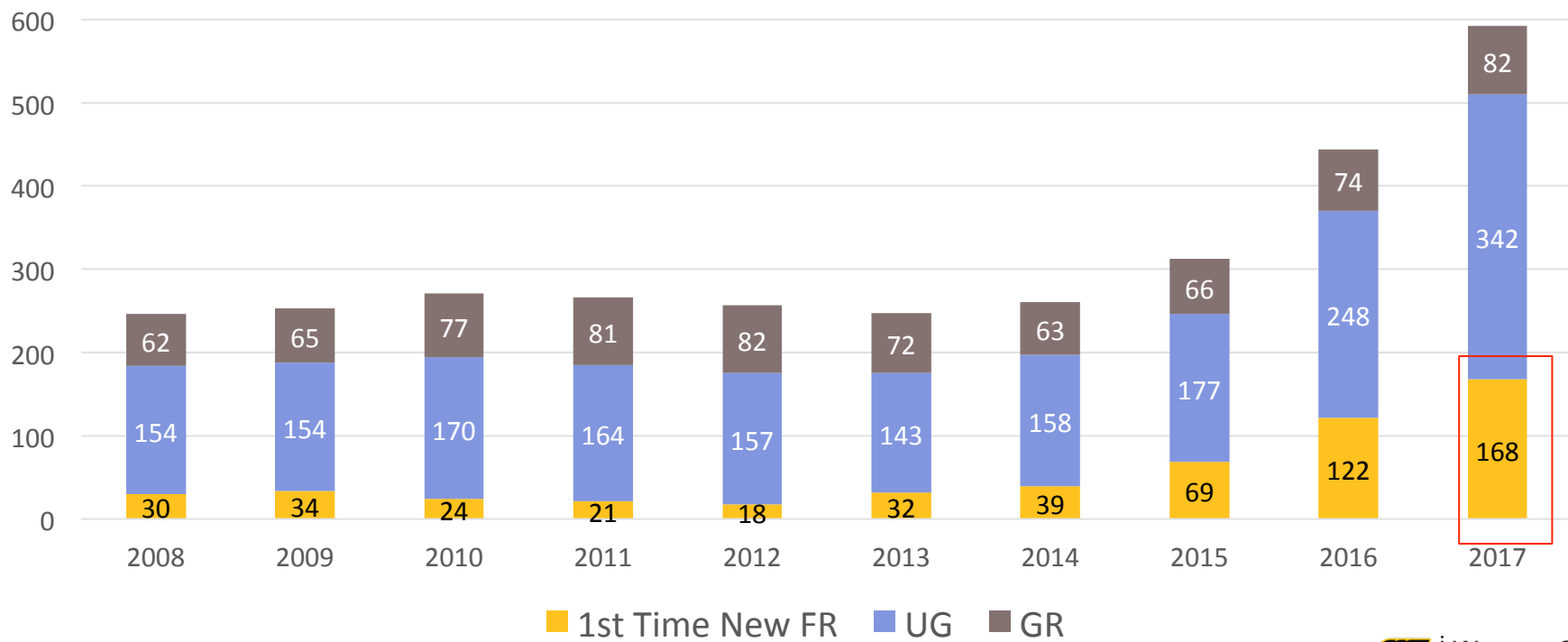


Goal 4

- Increase enrollment along the I-35 corridor by 18% yearly through fall 2020:
 - ***Completed or ongoing***
 - ***Added regional recruiters in Oklahoma, Texas, and Kansas City, MO***
 - ***Fully implemented in-state tuition in Tulsa, OKC, DFW, and KCMO metro areas and 150% of in-state tuition for all other areas in OK and TX***
 - ***New for 17-18 AY***
 - ***Shift university marketing spend to digital marketing channels along the I-35 corridor in STEM fields***

Goal 4

- Increase enrollment along the I-35 corridor by 18% yearly through fall 2020:
 - **37.7% increase first-time new freshmen over 2016**

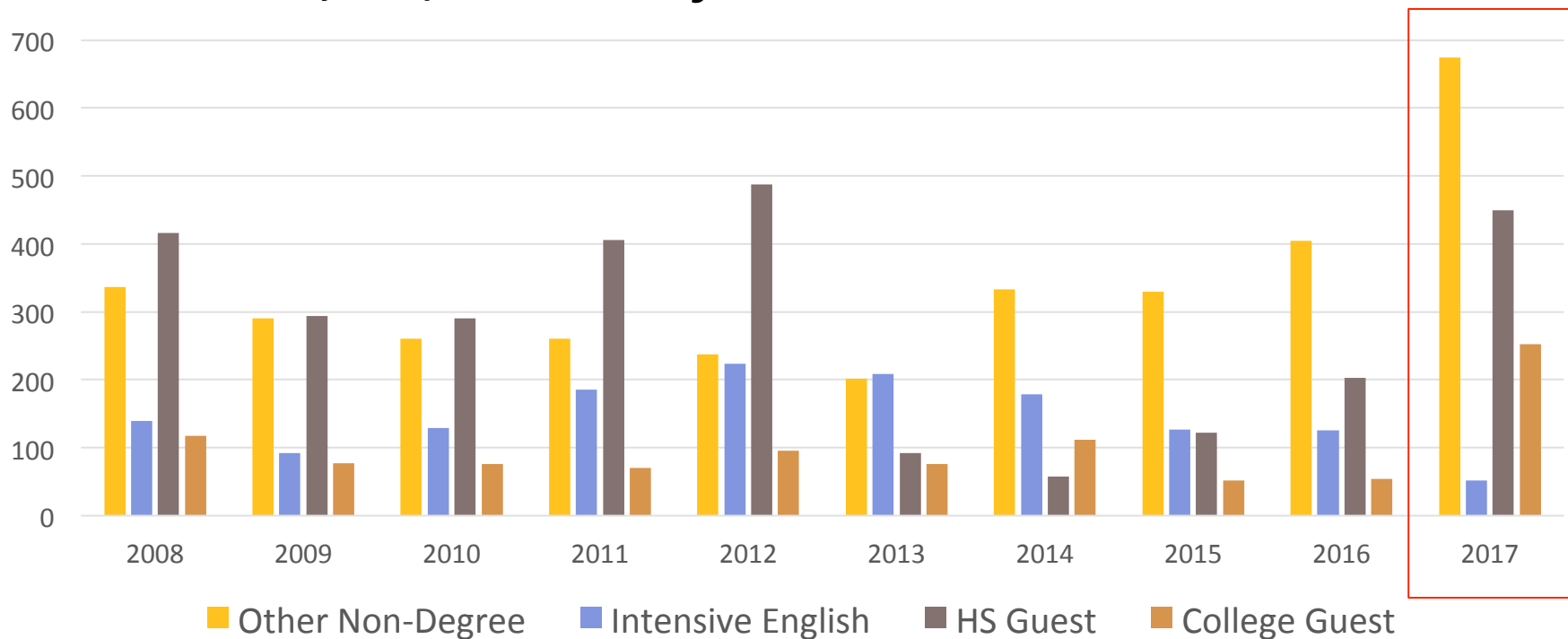


Goal 5

- Increase non-degree seeking for credit enrollment by 14% yearly through fall 2020:
 - ***Completed or ongoing***
 - ***Increased concurrent enrollment offerings***
 - ***Utilized market-based tuition for non-degree offerings based on industry/community needs:***
 - ***To engage new students in our university through:***
 - » ***Short courses***
 - » ***Badges***
 - ***Transition them to degree bound students***
 - ***New for 17-18 AY***
 - ***Stackable credentials***

Goal 5

- Increase non-degree seeking for credit enrollment by 14% yearly through fall 2020:
 - **2017=1,428; increase of 81.7% over 2016**



Goal 6

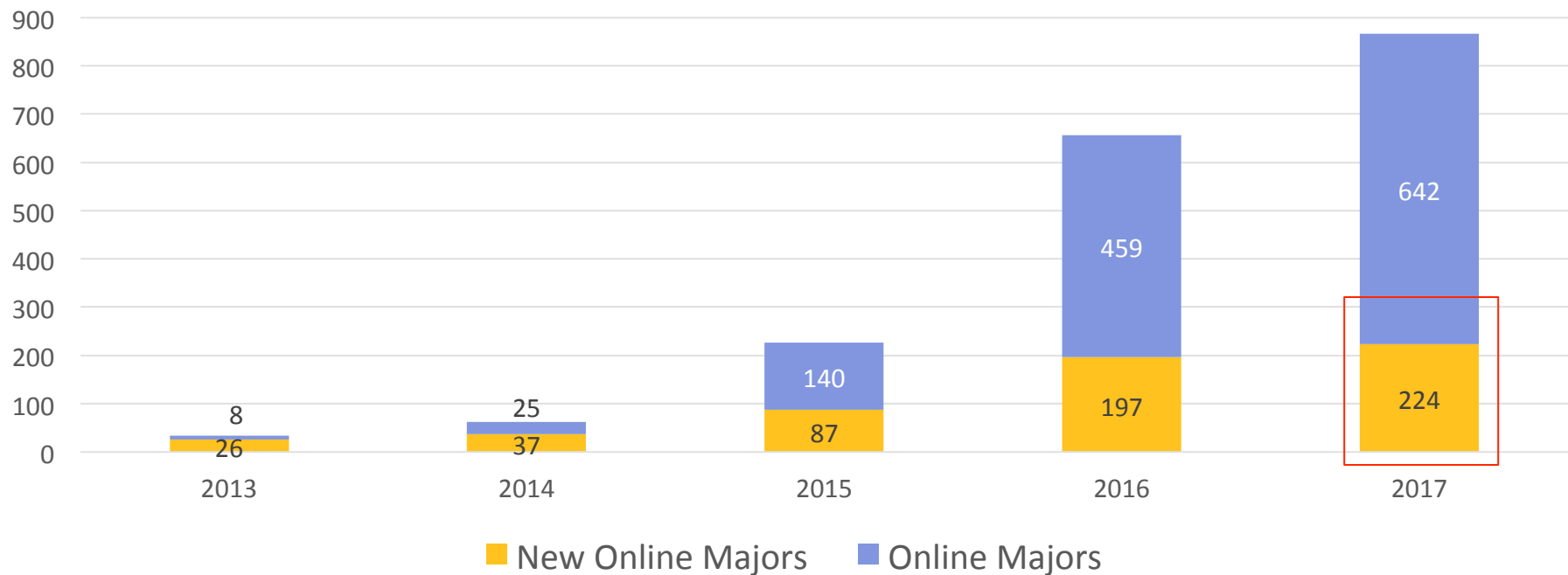
- Identify new and emerging academic programming beginning in fall 2016 that leads to enrollment growth
 - *BA elementary education ECU teacher apprentice program (started summer 2017)*
 - *BAA in media arts (started fall 2017)*
 - *BS engineering technology – cybersecurity (started fall 2017)*
 - *BS homeland security (starts spring 2018) – pending KBOR approval*
 - *MS in global supply chain management (starts spring 2018) – pending KBOR approval*
 - *MHA – Health Administration (starts fall 2018) – pending Graduate School/faculty and KBOR approval*
 - *Alternative credentials:*
 - *Certificates – 3 UG and 5 GR new certificates (total 43)*
 - *Badges – 26 new (total 42)*

Goal 7

- Increase enrollment of new fall students in online programs by 110% by fall 2020
 - ***Completed or ongoing***
 - *23 programs*
 - *Increase marketing to a national audience*
 - *Hire full-time recruiter*
 - *Market analysis to identify new programs*
 - ***New for 17-18 AY***
 - *Create service catalog for onboarding programs*
 - *Additional online programs*

Goal 7

- Increase enrollment of new fall students in online programs by 110% by fall 2020
 - **2017= for new online majors 13.7% increase over 2016**

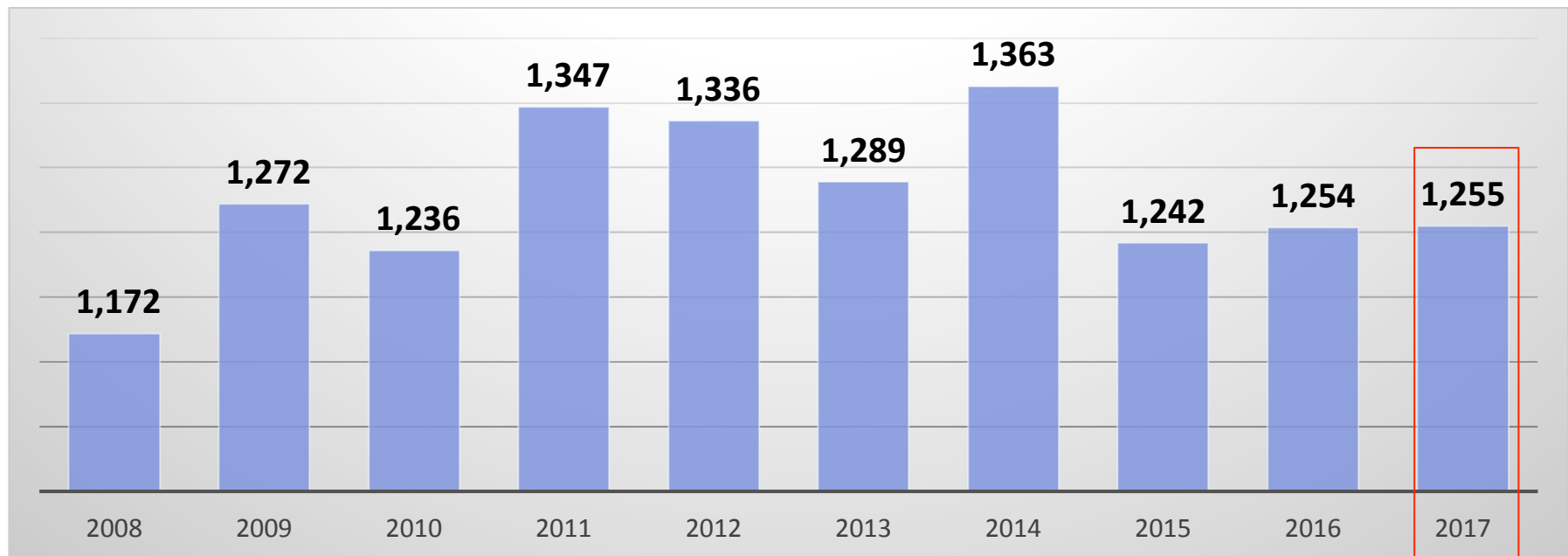


Goal 8 (*new for fall 2018*)

- Increase enrollment of new fall transfer students by 11% by fall 2020
 - *New for 17-18 AY*
 - *Determine course equivalency gaps among community colleges along the I-35 corridor*
 - *Develop recruitment goals for local/I-35 corridor CCs*
 - *Increase marketing to transfer students*
 - *Launch a transfer portal for prospective students so they can easily determine:*
 - *Which courses will count toward a WSU degree*
 - *How long it will take to complete a WSU degree*
 - *How much will it cost*

Goal 8

- Increase enrollment of new fall transfer students by 11% by fall 2020
 - **2017= 0.1% (1.0% last year)**



Transfer students are degree bound students who had entered WSU with earned transfer hours post high-school graduation

Establishing Goals for Fall 2018

Goal Setting for Fall 18

- Working with each college to establish goals for new students - fall 2018

College	FL 17 - Actual	FL 17 - Goals	Goal Diff.	FL 18 Goals*	FL 18
All	607	952	-345	920	16,001
Business	49	177	-128	145	2,520
Education	158	130	28	118	2,050
Engineering	68	148	-80	180	3,133
Fine Arts	-13	57	-70	41	709
Health Prof	185	126	59	139	2,425
LAS	147	314	-167	295	5,137
Honors/MID	13	0	13	2	27

*Increase over 2017 actuals

Questions?

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