Strategic Planning

Campus Assembly
April 3, 2014

UMC's Big Question #1

How do we achieve and maintain a critical mass on campus, while also growing strategically online?

Strategic Enrollment Management Committee

Strategic Enrollment Management Committee (SEMC)

- Working Vision Statement: The committee is charged with guiding the development, communication, implementation, assessment, and refinement of a strategic enrollment management plan that results in attaining the most appropriate enrollment as measured in student quality and quantity. The committee will establish well-planned enrollment strategies and tactics to shape the enrollment for UMC to meet both short term and long term goals and outcomes.
- A workgroup and change were developed for the two key components of enrollment management: Recruitment & Retention

SEMC Priorities

1. Achieve and maintain a critical mass on campus; grow strategically online
2. Develop a UMC-wide strategic recruitment and retention plan for 1-year, 3-year, and 5-year enrollment targets

Recruitment Workgroup Priorities

1. Establish a template to track and assess recruitment targets for our various student populations
2. Utilize new technology and associated vendors to maximize our efforts to identify, recruit, track, communicate, and matriculate our various student populations.
3. Work with departments to design a new, targeted experience for prospective students

Retention Workgroup Priorities

1. Guide UMC in its efforts to meet 4, 5, and 6-year graduation goals of 45%, 50%, and 55%, respectively
2. Focus on early intervention and programs (e.g., GNED 1000, mid-term alerts, students of color, online student experience, advising) to reach goal of 85% first-year to second-year retention
3. Understand why students do not persist (e.g., exit process, exit survey)
UMC’s Big Question #2

How can UMC galvanize support and nurture a culture of philanthropy from various constituent groups, including current students & families, alumni, business and industry, faculty, staff, and community members?

Strategic Philanthropic Engagement and Regional Support (SPERS)

SPERS

- Goal: to enhance and leverage support for and goodwill toward UMC by engaging various internal and external constituencies including students, faculty, staff, alumni, community members, citizens, and leaders, as well as prospective donors
- Priority Action Items:
  1. Outreach to online students and alumni, including a survey of alumni
  2. Refine campus tours for prospective students to include more connections to history, donor gifts, and the legacy of alumni
  3. Develop a checklist for external visiting groups to encourage campus tours, connections to alumni and development, and sharing UMC’s positive impact

UMC’s Big Question #3

How can UMC be seen as a resource “to go to” for the local community, state, country and beyond?

Strategic Institutional Excellence Team (SIET)

SIET

- Working Vision Statement: Establish UMC as a premier resource for rural economic development
- Priority Action Plans
  1. Identify an individual to research, coordinate, and organize this work. Determine if Vened funds can support this work.
  2. Explore, inventory, and map resources. Research key organizations and agencies that specialize in this type of work.
  3. Host a rural economic development conference in the near future and invite interested equals from this region to attend.

Interested in Joining a Team?

Contact:
- SEMC—Peter Phaiah
- SPERS—Andrew Svec
- SIET—Chris Winjum
- Planning Process—Barbara Keinath

Stage 3—Now and Next Year

- Work continues
- Input Invited:
  - Open Forum, April 25, 1:30-3:00, Prairie Room
  - Faculty Assembly, April 25
  - Fall Semester Thursday Commons Update on October 2

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