

HSU Strategic Enrollment Management Plan Year Two Priorities (2020-2021)

Goal 1 - Increase Recruitment of Targeted Populations

- a. Take analyzed feeder community colleges and increase frequency of visits and partner with academic affairs to increase 2+2 transfer agreements and transfer MOUs.
- b. Share data and analysis, focused recruitment of prospective freshmen and transfer students from impactful and strategic schools throughout CA with campus partners.
- c. Adapt campus visit and Preview Plus experience based on budget and pandemic conditions.
- d. Focus on implementing new best practices to remove challenges facing students' families preventing them from visiting campus virtually or in-person.
- e. Partner with Academic Affairs to design, implement, and expand the HSU Learning Community infrastructure both at an incoming class and retention level.
- f. Develop & sustain athletic recruitment partnerships.
- g. Strengthen pathways to support recruitment and admission of transfers from College of the Redwoods including establishing a scholarship incentive for CR students.
- h. Invest in academic program-based recruitment.
- i. Assess leveraged H.S. performance data & ACT/SAT data and adapt yield strategies accordingly.
- j. Focus on recruitment of tribal community students and introduction of HSU to youth.
- k. Individualized marketing of new and current academic programs.
- l. Expand academic program scholarship development & measure impact.
- m. Investigate providing electronic books for incoming students (note: CSU campuses doing this have seen an increase in enrollment in the 20-21 AY)

Goal 2 - Demonstrate Commitment to a Culture of Student Completion

- a. Deliver evidence-based pre-matriculation through graduation support at pivotal points in students' educational experience for current and incoming students (transfer and FTF).
- b. Effective, supportive onboarding that integrates and prepares new freshman and transfer students for success at HSU.
- c. Provide consistent quality academic advising experiences for all students based on national best practices.
- d. Honor the inherent value of all students by being available and accessible, developing meaningful relationships with students, and acting ethically with a caring, individualized approach that integrates academic, personal, and professional growth.
- e. Foster shared expectations with training and support to advising practitioners.
- f. Deliver career services & advising that help students articulate educational experiences and develop professional skills.
- g. Engage in a continuous improvement cycle with ongoing campus-wide assessment.
- h. Develop a transfer mentoring hub (physical and virtual) to support the onboarding and retention of new transfer students.
- i. Explore upper class learning communities.

Goal 3 - Invest in Humboldt County

- a. Acquire prospective student information, work with early outreach, invest in local events, and partner with local high schools, colleges, and communities to increase the proportion of local students who choose to attend HSU.
- b. Sustain Humboldt County-focused scholarship for local students through partnership with county schools.
- c. Expand and sustain Humboldt County exclusive search & digital targeting campaigns.
- d. Increase community presence and targeted recruitment outreach.

Goal 4 - Establish Student Communication Life Cycle

- a. Continue to build on 100% CRM/Automated EM Communications across channels.
- b. Increase digital admissions presence and social media campaigns for applicants.
- c. Implement social media Geo-fence campaign for returning students.
- d. Continue to leverage multi-channel digital communications to increase student engagement.
- e. Develop a robust recruitment and yield campaign for transfer students.
- f. Include and sustain presence of HSI status in print, collateral, and digital items.
- g. Evaluate and refine platforms and reduce resources necessary to execute.



Goal 5 - Enhance Student Experience

- a. Design and implement basic needs campaign linking to existing campus and community.
- b. Increase opportunities for student employment and build awareness of internships, fellowships, and graduate school pathways.
- c. Continue Housing scholarships for 20/21 on-campus students.
- d. Expand early alert support to all first-year students and first semester transfer students with protocol designs informed by best practices in intervention for low-income, first generation, students of color, and other underrepresented populations.
- e. Expand weekend & community-focused programming model.