

HSU Strategic Enrollment Management Plan Year One Priorities (2019-2020)

Goal 1 - Increase Recruitment of Targeted Populations

- a. Identify and analyze potential feeder community colleges and increase frequency of visits and partner with academic affairs to increase 2+2 transfer agreements and transfer MOUs.
- b. Utilizing data and analysis, focus recruitment of prospective freshmen from impactful and strategic schools throughout CA.
- c. Refine & improve campus visit and Preview Plus experience.
- d. Eliminate fees and barriers that prevent students' families from visiting campus.
- e. Partner with Academic Affairs to design, implement, and expand the HSU Learning Community infrastructure.
- 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. Leverage H.S. performance data & ACT/SAT data to increase yield.
- 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.

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. Create efficiencies that help deliver student services in order to create a positive, meaningful, educational experience for students.
- 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.

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. Develop and 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. Transition to 100% CRM/Automated EM Communications.
- b. Increase digital admissions presence and social media campaigns for applicants.
- c. Implement social media Geo-fence campaign for returning students.
- d. Launch & leverage multi-channel digital communications to increase student engagement.
- e. Develop a robust recruitment and yield campaign for transfer students.



Goal 5 - Enhance Student Experience

- a. Design and implement basic needs campaign linking to existing campus and community resources, staff, and online skills modules.
- b. Increase opportunities for student employment and build awareness of internships, fellowships, and graduate school pathways.
- c. Implement Housing scholarship for all 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, underrepresented students, and/or those underprepared for college.
- e. Expand weekend & community-focused programming model.