ENROLLMENT SERVICES STRATEGIES FOR 2003

PROSPECTIVE STUDENTS/ADMISSIONS

Enrollment /Access and Opportunity

- Expand and enhance the recruitment effort in Southern Nevada.
- Expand recruitment efforts in Southern Nevada to include middle school outreach in an effort to improve the college participation rate.
- Expand middle school outreach efforts through formalized school visitations to campus to include special programming for first-generation college bound and non-native speakers of English.
- Continue to expand Spanish language materials and programs for parents and students.
- Create a “personalized” view book through the web whereby students create their own viewbook by choosing the content that best suits their needs and interests.
- Continue to communicate newly adopted UCCSN admissions requirements to prospective students, parents, k-12 personnel and university faculty and staff.
- Through partnership with the Davidson Institute, enhance outreach efforts to the brightest students in the state by offering a summer institute for the profoundly gifted.
- Initiate a conversation to re-conceptualize services for International Students. Separate services for international students vs. international scholars (F1 and J1 visa types). Establish Office for Prospective Students as the major recruitment contact for all international students.
- Continue to implement diversity initiatives that support the recruitment and retention of a diverse student population.
- Expand recruitment and advising efforts to secondary feeder markets. Continue to offer Fall Preview location and a Wolf Pack Prep Advisement Session to Northern California as a new market venue for these activities.
- Enhance Campus visitation program by offering Wolf Packed Fridays, a comprehensive visit program which includes tours, residential life, academic representatives, and student panels for prospective students and parents.
- Based on the information provided by Noel Levitz, re-conceptualize the enrollment process for new students from the combination of the application for admission and the scholarship application to the “rolling awarding” of scholarships to students beginning in the fall rather than the traditional one time award in the spring.
- Expand Transfer Center Advising Services to include the advisement of General Studies majors.
- Expand Transfer Center Advising Services to include a formalized advisement intake process for all new transfer students.

Technology

- Purchase and implement a comprehensive database software program to expand recruitment and assessment efforts and improve the ability to identify and track all recruitment and admissions initiatives.
• Transition all admission processing to the new admissions database software as feasible.

**Residential Community**
• Continue to actively market the benefits of residential living on campus to prospective students from outside of the Washoe County area.
• Continue to provide realistic enrollment data to Residential Life and Housing in support of the need for future construction of new residence halls.

**Student Union**
• Continue to participate in the new Student Union design from the perspective of new student recruitment.

**Assessment**
• Conduct CIRP survey Fall 2004.
• Continue to assess student satisfaction with all OPS/A&R services.

**REGISTRAR**

**Enrollment/Access and Opportunity**
• Provide leadership in the addition of the Ad Astra Classroom scheduling product to current SIS operation of class schedule production.
• Continue to participate in the development of the new Java based student information, preparing for conversion in 2005.
• Enhance networking, PC troubleshooting and technical support for all of Enrollment Services.
• Continue to clearly define roles and responsibilities of data reporting and analysis for the offices of University Assessment, Institutional Analysis and the Registrar.
• Serve as consultant to IT in the development of policies and procedures concerning the use of student data within a data-warehousing environment.
• Continue to expand web-based and self-services to minimize costly human interaction for redundant transactional processes.
• Continue to expand pre-requisite checking in SIS to accommodate departmental enrollment management efforts.
• Implement requirements of Gramm-Leach Bliley Act.
• Integrate all correspondence registration into SIS to accommodate the System FTE audit requirement. This is a major change in operating with a 75% increase in activity for data entry. Currently, only 25% of the students who enroll in a correspondence course actually complete that course. A&R has only been required to process those, which have completed. An additional 1500 applications, registrations, and grade processing will need to be accommodated.
• Integrate Correspondence students into SIS for NetID inclusion for WebCt courses.
• Secure storage for 9,000 Commencement chair and Commencement supply storage

**Student Union**
• Continue to provide necessary student data for needs analysis.
Retention

- Initiate a conversation to re-conceptualize services for International Students. Separate services for international students vs. international scholars (F1 and J1 visa types) Move I-20 processing responsibilities for undergraduate students and all of SEVIS compliance reporting to the Office of the Registrar. Establish the Center for Cultural Diversity as the major advocate for international students including retention based programming and resources. Establish Office for Prospective Students as the major recruitment contact for all international students. Combine J1 scholar services with IELC.
- Improve redundancy in all transactional processes through cross training and the allocation of additional classified and professional positions for the critical functions of admissions, financial aid and registration support.

DARS Retention

- Provide resources dedicated to catalog, curricular change and the communication of those changes.
- Continue to make an institutional commitment to DARS commensurate with the level of technical, professional and policy support needed to make it truly become a “tool” for academic advisors.
- Gain additional support from the Provost’s office for catalog and curricular change management.
- Explore ways to more fully integrate the Advisement Center for undeclared freshmen into the DARS and Transfer Center to insure seamless services for all undecided students.
- Work with the Provost’s Office on revision of the Administrative Manual to expand and clarify the description of the curriculum process.
- Refine the exception/substitution process for DARS for individual students and, in collaboration with the Deans Council, invent a process for making curriculum changes for all students (resulting in changes to DARS encoding of degree requirements and/or transfer articulation tables.)
- Transition to the web based DARS product, DARWIN as the relational database version of the Student Information System is implemented.
- Continue to investigate the feasibility of purchasing and implementing CAS, the Course Applicability System of DARS that allows for prospective students to input their transcript of record and receive a DARS Report output without having to be admitted or enrolled at the university.

Resources

- $60,000 (salary and fringe) for DARS support to handle common course numbering and transfer credit determination and articulation table development and maintenance and liaison with the system-wide common course numbering and transfer initiative.
• $50,000 to enhance operating dollars for the Office for Prospective Students. (Increased travel costs within Nevada, California, and out of state, increased costs of college fair registrations, replacement of table banners, office supplies, travel for the southern office to Reno)

• $60,000 (Salary and fringe) to add 1.0 FTE recruiter to Southern Office for the enhancement of Southern Nevada efforts. Current staff is 3 professional and 1 classified. A fourth recruiter would enable additional middle school outreach.

• $40,000 (Salary and fringe) for a third classified staff for Northern Nevada OPS. One staff member is needed for tour management and special campus visitation program coordination.

• $75,000 (Salary and fringe) New Student Orientation Director. The expansion of NSO to include Opening Ceremony and the coordination of four days of extensive programming requires the dedication of one full time professional staff. The students are unwilling to support this cost through the Orientation fee.

• $60,000 (Salary and fringe) for additional professional staff support for the transfer center to institutionalize a formalized transfer student intake advisement process.

• $35,000 (salary and fringe) for classified staff for additional correspondence student processing to support FTE audit compliance and NetID creation.

• Availability of 3,000 square feet of storage in Stead to accommodate the storage of 9,000 commencement chairs. Podia, flowers and other Commencement supplies. We are currently paying $1200/mo to accommodate OPS and Commencement storage at a storage rental due to the lack of storage available on campus.

• $200,000 for the purchase, licensing and implementation of a comprehensive recruitment and admissions data base program.

• $75,000 (salary and fringe) for project support for SIS conversion in 2005.

Re-Allocation

• Re-allocate from OISS 1 professional and 1 classified staff to A&R to accommodate I-20 processing for undergraduate students and SEVIS compliance, monitoring and reporting.

• Re-allocate from OISS 1 professional position to the Center for Cultural Diversity for the retention of international students.

• Re-allocate from OISS 1 professional position to OPS for the recruitment of international students.

FINANCIAL AID, SCHOLARSHIPS AND STUDENT EMPLOYMENT

Enrollment/Access and Opportunity

• Ensure that the office is compliant with all federal and state financial aid programs requirements.

• Implement new and modified federal program regulations as a result of the Reauthorization of the Higher Education Act, including retraining of staff and information dissemination to students.
• Continue to assist with the development of the new financial aid module in the new Java based SIS.
• Create an equitable and “predictable” scholarship award process that supports recruitment and retention of students.
• Redirect the general scholarship program, including grant-in-aid funds, to create a “guarantee” of a scholarship to incoming freshmen based on their ability level for their first two years.
• Work collaboratively with Development and colleges’ development staff to enhance the scholarship program by securing funds for the two-tiered approach (general scholarships for the first two years and college based scholarships for the upper division students).
• Increase support for the Southern Nevada office, diversity recruitment plan, and recruitment efforts of our division.
• Work with UCCSN to advocate for legislative changes to the operation of the Millennium Scholarship.
• Change Millennium Scholarship legislation from a per credit amount to a fixed annual amount.
• Work with UCCSN institutions to implement “College Goal Sunday”, a USA Group sponsored financial aid awareness project.

Technology
• Document all financial aid electronic processes security of all confidential information.
• Organize training workshops within the office for staff.
• Implement enhancements for our e-communications to students.

Retention & Persistence:
• Support the efforts of development staff in the colleges and in the Foundation to secure more scholarship dollars, so colleges can support their students in their junior and senior undergraduate years.
• Eliminate the scholarship application for continuing students, and therefore the need for a student to initiate their desire for consideration.
• Increase campus awareness of the complexities of financial aid.
• Create training workshops of faculty and staff on the fundamentals of the programs to improve communication and understanding.
• Move the human resources tasks associated with student employment to Personnel.
• Move Nevada State College’s financial aid operation to self-sufficiency.

Assessment:
• Compare efficiency and use of the designed Job Board with the prior board.
• Use QA to further target filers who misreport information.
• Assess students’ satisfaction with services.
• Assess the success of the scholarship awarding process as it relates to enrollment and retention.

Residential Community
• Investigate the affordability and feasibility of providing an incentive grant for new students to life in residential housing.

Graduate Students
• Complete the project on financial aid availability for graduate students.
• Support Development and Graduate School efforts to secure grants/scholarships for graduate students.
• Ensure that graduate students are proportionally represented among the Regents Award Program participants.
Student Union
• Work with the planning group to create a need-based financial aid program to ensure that the student fee is not a burden.

Diversity
• Offer a portion of our financial aid parent night in Spanish.
• Increase the number of students who apply early for financial aid by supporting the targeted efforts of student services offices.
• Track the success of students of color in securing financial aid and scholarships.
• Increase the number of students of color employed in our office.
• Support the Hispanic-directed events for students and parents.
• Continue focus groups with students of color.

Resources
• $75,000 (Salary and fringe) to support scholarship and financial aid coordination in the implementation of the Noel Levitz financial aid leveraging recommendations.
• $500,000 of dedicated support to the Presidential Scholarship program or dissolve the program and re-allocate to the equitable distribution of dollars among all students of academic ability.
• $500,000 additional scholarship resources to support tuition and fees allocation for the expanded band program.
• $75,000 (salary and fringe) for project support for SIS conversion in 2005.