

## 2007 Strategic Planning Group Retreat Notes Enrollment Management Discussion Notes

Discussion topics from report-outs from small group discussions:

- Recruitment/retention/graduation are all related
- Nontraditional student focus is important
- Increase graduate student enrollment
- Brain gain (from MN population)
- Metro-area Hispanic recruitment; Hispanic newspaper in MN that communicates with the bilingual population; significant population that could be tapped into for recruitment; demographics are available online from this newspaper; 50,000 issues per week; the online version has 300,000 hits per week; advertising available online
- Website address: [www.hdnweb.com/adver\\_network.html](http://www.hdnweb.com/adver_network.html) and <http://www.laprensademn.com/>
- Track the number of regular, non traditional, and on line students we get via this type of advertising. (Latino Communication Network, 1516 E Lake St Suite 200, Minneapolis, MN 55407 (612) 729-5900, e-mail: [juancarlos@lcmedia.com](mailto:juancarlos@lcmedia.com))
- Increase market/advertising
- Expand program array (health care, engineering)
- Pay more attention to at-risk students, especially at-risk male students
- Eliminate programs with declining enrollment
- Academically challenge the students
- Replicate math lab for other programs
- Implement customized tuition for each program
- How to improve retention- more scholarships; the personal touch-faculty connect w/students
- We need to model the programs that are successful at retaining diverse students
- Continue block scheduling, career counseling, learning communities and new program development.
- Challenge students to equip w/skills to be successful
- Emphasize student engagement in freshmen courses and all block scheduled courses
- All faculty and staff are responsible for retention
- More coordination is needed among faculty teaching same courses to ensure consistency
- Discontinue completed initiatives to focus on these new initiatives
- Use covenant program and alumni to reach high school graduates
- Use STEPS-like events to reach high school students earlier
- Move into new program areas and expedite process of approval at UW System
- Add more applied majors
- Promote polytechnic unique aspects
- Reach non-traditional students for our distance ed programs; increase recruitment
- Research names of our programs related to recruitment
- Infuse the study of ethnicity throughout curriculum
- Use teaching and learning center to better engage students in liberal education area
- Entire campus need to be involved in and participating in retention efforts
- Don't stretch enrollment beyond what state support will allow

- It is important that we maintain 7500 FTE in the future
- Pre-professional programs, add them
- Require faculty engagement
- Provide more money for minority scholarships
- Manage class size for gen ed vs. core classes
- Reallocate resources based on program viability
- Raise admissions standards
- Develop goals for DE enrollment to improve retention
- Everyone is responsible for retention and recruitment
- Focus on Fox Valley recruitment for retraining and re-educating the work force
- Set a goal of 100% completion of basic skills courses by end of sophomore year
- Stay at 7500 target to maintain resource level (degree completion and customized as cushion to grow further)
- The personal experience is very important in retaining and recruiting students, visiting campus
- What programs are having success in attracting diverse populations? Look at what they are doing and model the same practices in other programs.