



Indiana State
University

The Pathway To Success



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Goal One:

Increase Enrollment and Student Success

Initiative: 12A Initiative Name: Pre-College

Introduction

This initiative includes the dual scope of expanding current outreach efforts and establishing new, and earlier, contact points with prospective students. The general premise includes the stance that general access, information and awareness of higher education, and more specifically Indiana State University, would serve to promote the University to students in the surrounding region who may not have considered post secondary education. To accomplish this initiative, specific focus is given to marketing, brand awareness, and increased access to University services, programs, and courses. In addition, particular focus has been given to evaluating and enhancing current efforts to ensure that existing programs and services are being optimized.

Purpose

To continue to evaluate and further enhance existing efforts that promote institutional awareness and visibility to students in middle and early secondary school grades.

To expand current programs offered by the University for outreach in terms of quantity and scope.

To provide a broader understanding and appreciation for both the value of higher education and what Indiana State University can contribute to the lives of individual students.

Methods

Three primary focuses were established for the advancement of this initiative:

- 1) College Challenge Program: Increase the visibility of College Challenge and array of course offerings, whereby increasing student enrollment in CC courses (5% annually), by offering tuition assistance to teachers who need graduate coursework in order to teach CC courses. improvement of the new College+You website to include video components and pictures, designed to
- 2) Recruitment Communication Campaigns: Expanding of current communication with middle schools utilizing the new College+You website and expand website to include video components and audience-specific photos.
- 3) Publications: Re-run the early high school post card and t-shirt mailing to increase the inquiry base for 201605 and 201705.



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Discussion

After repositioning College Challenge to Extended Learning, and creating a new CC Director position, many new efforts are under way to meet the goals of increasing enrollment in the CC program 5% annually, and increasing the percentage of CC students who matriculate to ISU to 44% by 2017. We will accomplish this by expanding the CC program through tuition assisting for high school teachers to help them meet credential requirements, and by hosting CC students at on-campus events. Attendance at middle and high school parent nights and other academic programs for CC program and general ISU promotion is also key in the pre-college initiative. Early outreach events hosted on campus will serve to offer direct and targeted messages through presentations and sessions to students and parents about the academic, financial and development preparations necessary for the successful transition to higher education.

As part of the overall shift in review of internal and infrastructure, a review of communication plans revealed a lack of publication and messaging to early prospects. A more comprehensive plan has been established so as the database of early prospects grow, the campaigns can reach more. Efforts include a postcard/t-shirt mailing to increase the inquiry base and improvements to the "early outreach" website.

These actions will positively impact enrollment, success, and graduation rates of new students. As indicated by the recent growth in both the quantity and quality of new students, early outreach and communication will enhance student recruitment, assisting Admissions in achieving a freshman enrollment goal of 3029 by 2017.

Summary

Initiative 12A actions have great potential to impact College Challenge enrollment, general awareness of ISU and student preparation for college, as well as ultimately have a positive impact on ISU enrollment and retention. By tracking students that we connect with as early as middle school, we will better know who is most likely to enroll at ISU, graduate, and continue a relationship with ISU throughout their life. Even in cases where we cannot track student names/data, we can track the ways in which we are reaching out, and track our website traffic, expanding ISU awareness and impacting students and families in the region, particularly first generation and low income students/families. These actions will positively impact student preparation and enrollment in College Challenge, Summer Honors and, ultimately, new freshmen enrollment, retention and graduation rates.

Initiative Chair(s) and Contact Information

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