

The Pathway To Success

INITIATIVE BENCHMARK SHEET

Print Form

Initiative Name: Pre-College

Goal #: 1

Init #: 11A

| Goal | Initiative | Impact / Importance to Goal(s) | Fall 2011 | Fall 2012 | Fall 2013A | Fall 2013G | Fall 2014 | Fall 2015 | Fall 2016 | Fall 2017 |
|------|------------|---|-----------|-----------|------------|------------|-----------|-----------|-----------|-----------|
| 1 | 12A | Pre-college education efforts are early outreach activities to increase awareness among middle and early secondary school students and families of opportunities available at ISU | M | H | H | H | H | H | H | H |
| 1 | 14A | Increased pre-college efforts will positively impact enrollment, assisting in moving ISU toward the goal of 14,000 students, while increasing student success at ISU | M | H | H | H | H | H | H | H |
| 1 | 12B | Pre-college efforts focus on increasing student/family financial literacy and preparation for college costs, ultimately increasing student retention and graduation rates. | M | H | H | H | H | H | H | H |
| 1 | 14A | Pre-college information (including pre-college micro site) will increase knowledge of underrepresented populations | M | M | H | H | H | H | H | H |
| | | | | | | | | | | |

| Initiative Benchmarks | Fall 2011 | Fall 2012 | Fall 2013A | Fall 2013G | Fall 2014 | Fall 2015 | Fall 2016 | Fall 2017 |
|---|-----------|-----------|------------|------------|-----------|-----------|-----------|-----------|
| Increase the number of hits on the website | - | - | - | - | +20% | +10% | +10% | +10% |
| Average rating of the website (1-5 scale, 1=poor; 5=excellent) | - | - | - | - | 3.7 | 4 | 4.1 | 4.2 |
| Increase College Challenge Enrollment (Increase Fall/Spring enrollment by 5% annually; 2013A reflects year to date enrollment toward a year-end goal of 1110) | 1021 | 1312 | 1812 | 1110 | 1900 | 1995 | 2095 | 2200 |
| Increase number of College Challenge credit hours (Fall/Spring; 2013A reflects year to date credits earned toward a year-end goal of 3900) | 2954 | 3686 | 4971 | 3900 | 5219 | 5480 | 5754 | 6041 |
| Increase the rate of College Challenge students that matriculate to ISU to 40% by 2017 (percentage based on the number of students who completed 1 or more CC course in the previous academic year) | 31% | 29% | 24% | 25% | 30% | 33% | 36% | 40% |
| Increase freshman new student enrollment | 2521 | 2664 | 2661 | 2774 | 2884 | 2941 | 2999 | 3029 |
| Early Outreach Events- specific programs promoting college preparation. (2013A reflects events to-date toward a year-end goal of 10) | 2 | 4 | 3 | 10 | 10 | 10 | 10 | 10 |
| Increase conversion of prospects to inquiries (baseline to be established in FY14, previous data not available) | NA | NA | NA | TBD | +5% | +5% | +5% | +5% |