



## The Pathway to Success Strategic Plan

### 2014-15 End-of-Year Report: Goals 1-3

**Goal Initiative #:** 11a

**Initiative Title:** Pre-College

**Initiative Chairs(s):** Jill Blunk and Rich Toomey

President Bradley and Provost Maynard have requested Student Success Council input on what has been achieved in 2014-15 by Goal 1-3 initiatives of the ISU Strategic Plan. In addition, they would like to begin looking at the future of these initiative projects and how they can be integrated into the normal university operations. This input will be used as one source of guidance to inform 2015-16 budget allocations and related 2015-16 planning. To assist the Council and in preparation for your report-out, initiatives are asked to submit this brief (5 pages maximum) report by 1 week prior to your report-out date.

**1. Specific accomplishments/achievements since 2013-14 report (*briefly explain using bullet points, noting any changed/adapted*):**

- Provided tuition assistance to nine high school teachers taking a total of 54 graduate credit hours to meet College Challenge credential requirements. Meeting these credential requirement will allow us to expand College Challenge course offerings in the high schools and reach a greater number of students. We will continue to provide tuition assistance for summer course enrollment, and have a number of teachers planning to take advantage of the tuition assistance.
- COLLEGE+YOU website Phase II work- Contracted with *MarketAbility* to further enhance user experience on the COLLEGE+YOU website, which was debuted in Spring 2014. Phase II includes increased use of picture, videos, and other interactive elements. Work is still in progress and projected to be completed by June 2015 for roll-out with middle school students in September 2015.
- Early Prospecting T-shirt Mailing- This will be the 3<sup>rd</sup> year of this initiative, which has proven valuable in converting prospects to inquiries in the Admissions funnel. The mailing will run in April.

**2. Objective/Actions Not Achieved (*briefly explain using bullet points*):**

All objectives for Initiative 11a are on track to be achieved by the end of the academic year.

### 3. Benchmark table and benchmark detail:

See attached Benchmark Table.

- Increase website hits. We had soft roll out in the fall of the COLLEGE+YOU website, with extensive additions being made for Phase II of the website. Upon completion of Phase II, we will proceed with a middle school marketing plan to begin in September.
- Increase College Challenge enrollment. The College Challenge program is projected to run approximately 1,950 course enrollments (to a goal of 1,900) by the end of the academic year. Enrollments are still in progress, as the Vigo County School Corporation just began the 3<sup>rd</sup> trimester this month.
- Increase College Challenge credit hours earned. College Challenge students are projected to earn approximately 5,300 credit hours (to a goal of 5,219) by the end of the academic year.
- Increase matriculation rate of College Challenge students. We won't know how many current College Challenge students matriculate until census in the fall, but we have stepped up efforts to recruit these high quality students. Initiatives include on-campus program (8 group visits to date), increase presence of faculty and staff in CC classrooms, and significant increases in the array of CC courses available to students.
- Increase freshman new student enrollment. Since 2008, the University has seen a 26% increase in overall undergraduate enrollment. This increase has brought additional funds to support the university. Continued growth in student enrollments will further generate general revenues.
- Early outreach events. Eight College Challenge classes have visited campus to date for a total of 213 visitors. They have engaged with Admissions staff, done research in the library, met with faculty and students, toured campus, and ate lunch in the dining hall.

### 4. Total Funding Allocation for 2014-15:

Initiative 11a was allocated \$66,816 for 2014-15.

### 5. Expenditures as of report date (*include both expenditures and encumbered costs*):

Expenditures to date include \$17,708 in tuition assistance for high school teachers, with another \$13,000 yet to be expensed for summer courses. The Early Prospecting t-shirt mailing will cost approximately \$31,000, to be expensed next month, as will \$5,000 to be paid to *MarketAbility* for their work on Phase II of the COLLEGE+YOU website. This will deplete the funds allocated for Initiative 11a.

**6. Anticipated Remainder June 30, 2015:**

By June 30, 2015 the anticipated remainder of the budget allocation for Initiative 11a is projected to be approximately \$100.

**7. Initiative accomplishments since inception of strategic plan:**

Initiative 11a has been focused on building on the extensive array of marketing and communication plans already in place for high school juniors and seniors, to include support and communication for students as early as 8<sup>th</sup> grade. Starting a relationship with students in middle school will strengthen our ties to these students and their families and encourage them to consider ISU as a strong choice in their college planning.

To that end, the initiative has been successful in developing and implementing the following:

- College Challenge class visits bringing groups of students to campus for engaging activities
- New marketing efforts included new print materials, mailings, and electronic communications to prospective students
- COLLEGE+YOU website, designed specifically to meet the needs of middle school aged students and increase college-going behavior
- Tuition assistance for high school teachers to help them obtain a master's degree in order to teach College Challenge courses
- The initiative has been instrumental in increasing our campus visit programs with local schools and have seen increases in inquiries for full time matriculation from these markets.

**8. Looking ahead, what recommendations do you have for the future of this initiative:**

The Early Prospecting T-shirt mailing is in its 3<sup>rd</sup> year of funding through this initiative. The mailing has been very effective in encouraging students to connect back with ISU, significantly increasing the likelihood of matriculation at Indiana State. This effort should be an annual mailing, mainstreamed into the Admissions recruiting plan with a sufficient budget allocation to Admissions.

The tuition assistance provided this year to high school teachers has allowed for a significant increase in College Challenge partnerships. Teachers want to put these partnerships in place for the benefit of their students, but taking on the work and expense of a master's degree is daunting. Helping teachers overcome the financial hurdle has proven to be an effective incentive to pursue an advanced degree. We would recommend that Initiative 11a continue to

focus, in part, on expanding partnerships with Indiana school systems, such that we can facilitate greater opportunities for students in middle and high school.

Next year, Initiative 11a will have a strong focus on outreach to middle school students to share the COLLEGE+YOU website, which can be used as a tool in the classroom, or used one-on-one to provide information and facilitate conversations between students and parents.

In addition, development of a curricular use of the website and the developed content will create an accessible and appropriate conduit/forum for teachers to introduce these concepts to middle school aged students.

**9. What barriers do you anticipate for full implementation of these recommendations?**

Budget funding is always a challenge for new efforts, but Initiative 11a has been successful in obtaining funding through the budget request process and has effectively utilized the allocated funds for early outreach efforts. The most significant barrier in in the “early outreach” environment is determining how best to connect with students. As technology continues to evolve, so do middle and high school aged students. K- 12students have very different preferences regarding how they want to access information and what types of communications really connect with them on a personal level. Having an initiative focused specifically on this age group is a great value as we constantly reconsider what are the most effective way to reach out connect with our audience.

**10. At this point in the implementation of the strategic plan, do you believe that there are new points of emphasis for your initiative? If so, please explain.**

Further collaboration with school corporation personnel will help advance the curricular development to better integrate these tools and programs into the classrooms and instruction. Also, greater partnership with the state-wide initiative to develop county based college success coalitions will help to further these efforts.

**11. Looking back from this point in the implementation of the strategic plan, do you see any missed opportunities related to your initiative?**

One new avenue that should be considered is introduction of this effort to the annual Counselor Day on Campus event. This event, which hosts elementary, secondary and high school guidance personnel on campus for professional development and trainings, is an excellent opportunity to engage and collaborate with those educators who have direct contact with our target population.

**12. Has this initiative been sufficiently integrated into your operations?**

The focus of early outreach has continued to grow within our individual and shared work in outreach. There are certainly other ways and opportunities to further promote and support the early outreach efforts and we will continue to emphasize this in our ongoing programs and services to students.

**13. Do you see opportunity for this project to work more closely with another initiative(s) or University department such that greater impact might be possible (*briefly explain*)?**

Since 11a is focused on the pre-college students, we are working with a group that is unique from the other initiatives, however there may be an opportunity to work with Initiative 4- Parents and Families to further enhance our connection to younger students in these families, or perhaps with the friends of ISU parents and families.