

Executive Summary
Goal 1: Increase Enrollment and Student Success
Academic year 2010-12011

Goal 1 of the strategic plan originally had nine initiatives that next went to 11 before settling on 10 when initiative 1 and 7 were combined. All goals focus on increasing enrollment and enhancing student success. Each of the initiatives is briefly described below.

Initiative 1 & 7 – Achieve greater impact on student success through the development of a First-Year Student Residential Village

This initiative is focused on creating a unique, distinctive environment for first-year students that supports both social and intellectual development. Additionally, the initiative seeks to bridge learning in the classroom to students' living environment. The Implementation Team has been focused on the following primary objectives the past year:

- Establish a residence advisory committee (initial meeting scheduled for March)
- A best practices site visit is planned to St Louis University before our campus summit workshop scheduled for April 15th (6 members of Advisory Committee) to learn about living learning village.
- Campus discussion in April 15, 2011, a room reservation and catering services summit. This will function as a workshop with presentations on theme housing, outcomes from the visit to St. Louis University, and other stakeholder issues.
- Develop new residential life web page. An "improved" version had a launch date of February 13, with plans for a new site to be underway with a fall completion date.

Initiative 2 - Further develop cooperative programs with Ivy Tech to provide multiple points of entry to ISU

This initiative is focused mainly on agreements between ISU and Ivy Tech Community Colleges to strengthen dual enrollment, articulation agreements, and transfer back programs. Additionally, this initiative seeks to enhance Ivy Tech students' level of comfort in a university environment through the use of focus groups. The implementation team has focused on the following primary objectives this past year:

- Constantly develop and/or revise articulation agreements between ISU and Ivy Tech.
- Complete implementation of a "transfer back" program that allows ISU students to transfer credits back to Ivy Tech to earn an Associate's Degree. Newly enrolled transfer students are invited to participate. If they agree, each semester they are

enrolled at ISU, transcripts are sent to their former community college registrar for posting on transcripts.

- Evaluate the dual admission policy to better serve and inform Ivy Tech students about ISU.
- Launch a transfer scholarship package targeting Illinois community college students who have earned AA or AS degrees. Package includes a tuition incentive, laptop, and housing/textbook cost savings. Here is the site:
<http://www.indstate.edu/ILtransfer/>

Initiative 3 - Create a unified undergraduate student success program

This initiative focuses on improving student success by consolidating services and developing programs to support students as they progress toward graduation. Additionally, the initiative seeks to improve academic advising. The implementation team has focused on the following primary activities this past year:

- Revise UNIV 101 curriculum to include more active learning and include a service component—connect through learning communities. (in progress)
- Redesign Academic Opportunity Program. Learning communities are being developed and tutoring and supplemental instruction will be tied to each first year course for AOP. (in progress)
- MAP-Works continues to be used and more students, faculty and staff are added each year
- Assessment of academic advising: working with OIT on deployment of the instrument
- Training sessions for academic advisors have been developed and will be utilized this spring and continue into fall.
- 21st Century Scholars: Committee is exploring why this population does poorly and will recommend points of intervention—on schedule for March
- Bridge program: (re-titled LEAP: Learn, Engage, Achieve, and Persist) Applicants with high school GPAs between 2.1 and 2.29, will be required to attend a 3-week bridge program just prior to the beginning of the fall semester. LEAP students will take ENG 101, participate in workshops focused on the development of study skills, time management, professional behavior, and engage in group activities in order to help ease the transition to college. Mailings to eligible students were prepared and began to be sent beginning in early February.
- Professional development opportunities for faculty that are focused around teaching first-year and at-risk students have been developed and will be implemented beginning at the end of the spring semester.

Initiative 4 - Create "Sycamore Express" one-stop centers

This initiative focused on the creation of a virtual one-stop intended to increase student access to various campus services. In addition, Sycamore Express has several convenient campus locations to serve students who want to have face-to-face interactions. This initiative has sought to enhance customer service. Originally launched in Spring 2010, the focus for this academic year has been on bringing live both a virtual and physical Sycamore Express presence for the College of Graduate and Professional Studies, as well as several other strategic actions that align with enhancing customer service.

- KnowledgeBase—core service areas are currently reviewing information for accuracy before official launch of Phase I later this year.
- Functional training—Training this year included basic training for new hires as well as new information about the College of Graduate and Professional Studies. New information was also made available about new topics like Veterans information.
- Marketing Sycamore Express has continued throughout the year, with a focus on targeting populations that survey results indicate are not as aware of the advantages in using this product.
- Customer service training occurs throughout the year; the initiative team continues to ensure that the Champion team routinely receives formal training along with the core service training that offices also conduct. A successful transition of training responsibilities to HR has been accomplished. Core service personnel from across campus will attend service training sessions.
- E-commerce capabilities have been expanded allowing users to purchase parking permits and official transcripts.
- The ability to produce ID cards was extended to a site in the new Student Recreation Center.
- Assessment tools like Google Analytics are in place to track site visitors to Sycamore Express. Customer service satisfaction is also being monitored and measured.

Initiative 5 - Develop program for the parents and families of students

This initiative is focused on centralizing and an ongoing relationship between ISU and the parents and siblings of current and new students. The implementation team has focused on the following primary objectives this year:

- An enrolled student transportation service is being created to aid student travel over fall and spring break periods. A planned launch over Thanksgiving break in 2011 will provide inexpensive and convenient public transportation for enrolled students traveling to: (1) the Indianapolis area and (2) to the Lake County region and Chicago

downtown. Currently, the team is working with Purchasing to negotiate a better price than they could negotiate alone.

- An E-card series: the most current series was a Valentine day e-card with plans to expand offerings to include “miss seeing you”, “good luck on the test”, “we’re proud of you.”
- Family Day 2011 (September 24th) -- a more robust program is planned to include additional academic departments, student organizations, and the Terre Haute community.
- Fine tune, and re-launch current assessment tool on the web site to see if we are hitting the mark with parents, and discover topics of interest.

Initiative 6 - Increase early outreach to students in region

This initiative is focused on reaching out to high school students earlier in their high school career and establishing closer relationships with guidance counselors and high school teachers. Additionally, the initiative also seeks to enhance the College Challenge Program, which provides dual credit opportunities for high school students. The implementation team has focused on the following primary objectives this past year:

- Adopt a classroom Program (No Excuses University): intended to reach out to feeder schools by sponsoring a classroom. Program involves signs and décor items on display, in addition to providing topical speakers, subject tutors, and student mentors.
- Early outreach to target feeder schools by creating a school-specific web site that includes alumni testimonials, student enrollment data, teacher profiles of ISU graduates, and current news about ISU.
- On campus events: Host elementary and middle school students on campus. Program format to include “field trips” to introduce students to the value of a college education, insights into college life, a menu of programs and facilities and a focus on cultural diversity.
- Expand dual credit offerings: Refine current process and transition leadership of College Challenge to the dean of Extended Learning
- Communications Campaign: Review electronic and paper communications materials and fine tune to target elementary, middle and secondary school students. Messages will emphasize college access, opportunities for assistance, and academic achievement.
- Sibling Program: in conjunction with orientation and Fall Welcome, develop an opportunity to engage siblings of new students. Plans involve Children’s Museum activities during summer orientation.

Initiative 7 - Achieving greater impact on student success through residential life

This initiative was initially focused on increasing programming within residential life to enhance student retention and increasing opportunities for partnerships between academic and student life personnel.

- This initiative has been combined with Initiative #1.

Initiative 8 - Enhance graduate education at ISU

This initiative is focused on establishing new graduate programs and establishing services to assist graduate students in completing their degrees and progressing to the next phase of their lives. The implementation team has focused on the following primary objectives this past year:

- Primary focus this year has been on two international student recruiting tours, planned in partnership with US Commercial Service. The first tour is to Southeast Asia (Vietnam and South Korea), and the second is to Latin America (Brazil and Argentina). A team also traveled to India in February specifically to Mumbai, New Delhi, and Cochin.
- The development of three new graduate programs is proposed: Ph.D. in Health Sciences, MSW and MS-Occupational Therapy, an online program called MS in Technology Management replaces the MS in Industrial Technology, and approval has been granted for an on-line MS in Aviation Studies. Finally, three programs approved last year are moving forward: Physicians Assistant, doctorate of Nursing Practice, and doctorate of Physical Therapy.
- Work with the Career Center to establish a liaison that will work with graduate students and develop resources for graduate students.

Initiative 9 - Enhance the gathering and use of information to advance ISU's strategic priorities

This initiative is focused on enhancing data-based decision making, improving the information provided to students, and monitoring progress toward achievement of strategic plans. The implementation team has focused on the following primary objectives this year:

- I-strategy/Data warehouse has become an information rich depository with five dashboards and 27 information pages—each with score cards, graphs or reports. Student component in the final phase; a term glossary was created.
- Completed: Co-curricular data project in two phases: Experiential Learning and Student Success. Departments are capturing data and recording into data base.

- Completed: Mobile app (smart phone), currently an information-only service that went live in late January 2011. Development of a student directory is the next project; subsequent to the directory information will be access to midterm and final grades, and a means by which students may see their meal card balances.

Initiative 10- Create a Comprehensive Wellness Program

A recent addition to Goal 1, this initiative is focused on enhancing the overall health and well-being of both students and employees. The implementation team has focused on the following objectives this past year:

- Requested funding to expand the existing wellness program to create a comprehensive, campus-wide wellness program that includes graduate student staffing.
- Conduct a survey of student wellness needs
- Create a wellness grant program for academic projects to be designed by individual students or student organizations.
- Over the next year, wellness education, programming, and services will be expanded through student-driven programming, curriculum infusion, and social media marketing.

Initiative 11—Develop a comprehensive retention program for the African American Culture Center to assist both students and parents

A recent addition to Goal 1, this initiative is focused on early intervention and improved retention of primarily first-college generation African American students. The implementation team has focus on the following this past year:

- Ten year review of retention and graduation rates of African American cohorts
- The creation of ISUcced Program in four phases:
 - Preparation, Support, Development, and Refocus
 - Meetings in Gary and Indianapolis with students and parents
 - Weekly academic study skills seminars
 - Bi-weekly meeting with ISUcced staff
- Launch a two-day orientation program for entering students
- A plan is underway for a parent session the morning of day two of new student orientation

