

Strategic Plan – Initiative Work Plan FY2014

Initiative Name: Increasing the number of transfer students from Ivy Tech June 5, 2013

Goal # 1 Goal Chair(s): Josh Powers, John Beacon, Carmen Tillery

Initiatives: 2 Initiative Chair: Dr. Robert English

Thesis Statement: Increase the number of students who transfer from Ivy Tech to Indiana State University.

1. Introduction/Background – What?

This initiative includes increased enrollment, primarily from Ivy Tech but also from other two-year institutions in the state and Midwest region. Ivy Tech’s move from 64 to 60 hours and ISU’s move from 124 to 120 hours require updating degree articulations between Ivy Tech and ISU. Furthermore, the initiative includes: 1) improving recruitment and communication procedures; 2) providing greater alignment of academic programs to include additional Bachelor of Science (BS) programs and Bachelor of Applied Science (BAS) programs; and 3) seeking additional students in five community colleges in the Chicago metropolitan area with enrollments in excess of 20,000 students each. There is speculation that the enrollments at Ivy Tech will decrease, rather than increase, over the next few years (non-traditional students).

2. Proposal/Purpose/Justification – Why?

There are five community colleges in the Chicago metropolitan area with enrollments in excess of 20,000 students each. Unlike Indiana community colleges, which are more heavily invested in vocational/technical training, these schools have at least fifty percent of their enrollments working toward associate in arts and associate in science degrees designed to transfer to four year colleges and universities. Because of our Illinois scholarship, there is reason to believe a marketing campaign built

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on a series of visits to these sites could potentially yield transfer student growth for ISU. We estimate travel expenses at \$5,000 for the 2014 recruiting season.

Because the graduation credit hour requirement has changed at both ISU and Ivy Tech, new articulation agreements will have to be accomplished. Visiting each of the Ivy Tech campuses builds a strong relationship with faculty and administration.

3. Discussion of Past Years Results – Benchmark Successes?

New fall transfer students, full-time Baccalaureate degree seekers have been around 540 to 546 students (2010 to 2012). With student enrollments at Ivy Tech (statewide) decreasing, maintaining steady transfer numbers at ISU is imperative.

This last academic year, the College of Technology and the College of Nursing, Health, and Human Services created a BAS degree which should be approved by the ICHE in August, 2013. It is too early to predict how much impact that degree will have on increasing transfer student numbers. Those in upper level administration at Ivy Tech are very positive about the need for this program.

This last year when we visited the various Ivy Tech campuses, there was much positive conversation about the prospect of the Construction Management degree being offered by Distance Education. There were 20 (10 for VU and 10 for Ivy Tech) \$4000 scholarships offered to transfer students this last academic year. At this point it seems most likely that the scholarships will be utilized. Yet even with these incentive scholarships, the transfer numbers have not increased. It is hard, at this point, to make the argument that scholarship dollars are making a meaningful impact on transfer numbers.

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4. Work Plan, Next Fiscal Year – Action Steps – Process – How?

The only niche area that seems ripe for increasing ivy Tech numbers would be an investment in distance education. Ken Brauchle has proposed that a coordinated and strategic marketing effort is needed to grow enrollments in our new and expanded programs of distance education. This is included in part b of attachment. Ken Brauchle's group has developed follow-up campaigns for distance education programs and has hired a recruiter whose primary job is to follow up leads. A factor limiting their ability to execute a sustained and comprehensive marketing plan for our online programs is the capacity of our communications and marketing staff to develop and execute additional marketing plans. The messages, audience, and media needed to reach our (primarily working) adult distance education students will need to be optimized. Dean Brauchle has requested additional dollars for a marketing plan. Please see attachment.

As previously mentioned, our plan includes visiting five community colleges in the Chicago metropolitan area with enrollments in excess of 20,000 students each. Because of our Illinois scholarship, there is reason to believe a marketing campaign built on a series of visits to these sites could result in increased number of students coming to ISU from these institutions.

5. Reporting and Deliverable Schedule – When?

Metrics can be updated soon after the Spring semester is completed. Reports, including year to year comparison to historical data, should be published by June 1st of each year.

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6. Budget – How Much, a General Discussion of Funds Use?

The proposed funding request is for:

\$2,000

\$5,000

\$7,000 Total cost of the program during the school year

7. Stakeholders and Management Plan – Who?

Dr. Robert English and Cindy Otts

8. Outcome Assessment & Future Testing

(How will we know that we were successful?)

Evaluation of the program's success will be determined in the following metrics:

- All articulation agreements with Ivy Tech will be modified to accommodate ISU's new 120 credit hour graduation requirement.
- Increase in transfer students from community colleges in the Chicago area.

9. Line Item Budget Discussion that tracks Budget Templates.

(These sections also need to be as long as is necessary to articulate each of the budget line items.)