



Unit Action Plan

Department Information			
Department Name:	Enrollment Management		
Leader:	Suzanne Carter	Submitted by:	Suzanne Carter
Date Submitted:	9/2/2006	Review Period: 09/01 2006	To 08/31/ 2007
Unit Purpose Statement:	The Offices of Enrollment Management provide leadership in the development and implementation of Texas State Technical College Marshall's Strategic Enrollment Management Plan and will work collaboratively with the TSTC community to achieve an optimal enrollment of students, consistent with the planning and goals of the College through effective recruitment and retention strategies.		
1st Goal/Objective			
Classification:	College Master Goal: Growth		
Unit Goal:	Contribute to the overall increase in contact hour production for semester credit hour students in concert with the strategic planning initiative to increase contact hours from 600K/yr. to about 1.2 M/yr. over a five year period and to increase enrollment by 150 traditional degree-seeking (45,000 contact hours) students each year until fall enrollment reaches at least 1,000 students by 2010.		
Information Source Leading to This Unit Goal:	<input type="checkbox"/> Assessment of the College <input checked="" type="checkbox"/> Departmental Assessment <input type="checkbox"/> Graduation Follow-Up Survey	<input type="checkbox"/> End of Course Survey <input type="checkbox"/> Student Environment Survey (CCSSE) <input checked="" type="checkbox"/> Institutional Research Data	<input type="checkbox"/> Other Explain Here:
Amount Budgeted:			
Budget Explanation:			
Strategies:	Provide leadership and collaboration between the offices of Admissions and Records, Financial Aid, Marketing and Testing to meet the over arching goal of an enrollment increase.		
Expected Outcomes:	10% increase in the number of full-time degree seeking students enrolling in the fall 2007 semester.		
Evaluation Instruments Used To Measure Goal:	<input type="checkbox"/> Assessment of the College <input checked="" type="checkbox"/> Departmental Assessment <input type="checkbox"/> Graduation Follow-Up Survey	<input type="checkbox"/> End of Course Survey <input type="checkbox"/> Student Environment Survey (CCSSE) <input type="checkbox"/> Institutional Research Data	<input type="checkbox"/> Other Explain Here:
Mid-Cycle Outcomes			
Mid-Cycle Date:	2/20/2007	Expected Outcomes Met?	No
Extent Outcomes Were Met:	Fall 2007 is target		
Other Factors:			
Final Outcomes			
End-Cycle Date:	9/30/2007	Expected Outcomes Met?	Yes
Extent Outcomes Were Met:	Exceeded our goal...total increase exceeded 50%; Total new student enrollment fall 2007 is 225, compared to 168 total new students enrolled fall 2006; new full-time (non College Connection) students enrolled fall 2007 is 157 compared to 99 enrolled fall 2006; 63% of TSTC students in housing are new students (69 students);83% of these		
Other Factors:			
Additional Needs Identified Through Evaluation:			
Recommended Action For Next Year:	Continue this goal for 2007-08 with fall 2008 as target		



Unit Action Plan

2nd Goal/Objective			
Classification:		College Master Goal:	
Unit Goal:			
Information Source Leading to This Unit Goal:	<input type="checkbox"/> Assessment of the College <input type="checkbox"/> Departmental Assessment <input type="checkbox"/> Graduation Follow-Up Survey	<input type="checkbox"/> End of Course Survey <input type="checkbox"/> Student Environment Survey (CCSSE) <input type="checkbox"/> Institutional Research Data	<input type="checkbox"/> Other Explain Here:
Amount Budgeted:			
Budget Explanation:			
Strategies:			
Expected Outcomes:			
Evaluation Instruments Used To Measure Goal:	<input type="checkbox"/> Assessment of the College <input type="checkbox"/> Departmental Assessment <input type="checkbox"/> Graduation Follow-Up Survey	<input type="checkbox"/> End of Course Survey <input type="checkbox"/> Student Environment Survey (CCSSE) <input type="checkbox"/> Institutional Research Data	<input type="checkbox"/> Other Explain Here:
Mid-Cycle Outcomes			
Mid-Cycle Date:		Expected Outcomes Met?	
Extent Outcomes Were Met:			
Other Factors:			
Final Outcomes			
End-Cycle Date:		Expected Outcomes Met?	
Extent Outcomes Were Met:			
Other Factors:			
Additional Needs Identified Through Evaluation:			
Recommended Action For Next Year:			



Unit Action Plan

3rd Goal/Objective			
Classification:		College Master Goal:	
Unit Goal:			
Information Source Leading to This Unit Goal:	<input type="checkbox"/> Assessment of the College <input type="checkbox"/> Departmental Assessment <input type="checkbox"/> Graduation Follow-Up Survey	<input type="checkbox"/> End of Course Survey <input type="checkbox"/> Student Environment Survey (CCSSE) <input type="checkbox"/> Institutional Research Data	<input type="checkbox"/> Other Explain Here:
Amount Budgeted:			
Budget Explanation:			
Strategies:			
Expected Outcomes:			
Evaluation Instruments Used To Measure Goal:	<input type="checkbox"/> Assessment of the College <input type="checkbox"/> Departmental Assessment <input type="checkbox"/> Graduation Follow-Up Survey	<input type="checkbox"/> End of Course Survey <input type="checkbox"/> Student Environment Survey (CCSSE) <input type="checkbox"/> Institutional Research Data	<input type="checkbox"/> Other Explain Here:
Mid-Cycle Outcomes			
Mid-Cycle Date:		Expected Outcomes Met?	
Extent Outcomes Were Met:			
Other Factors:			
Final Outcomes			
End-Cycle Date:		Expected Outcomes Met?	
Extent Outcomes Were Met:			
Other Factors:			
Additional Needs Identified Through Evaluation:			
Recommended Action For Next Year:			



Unit Action Plan

4th Goal/Objective			
Classification:		College Master Goal:	
Unit Goal:			
Information Source Leading to This Unit Goal:	<input type="checkbox"/> Assessment of the College <input type="checkbox"/> Departmental Assessment <input type="checkbox"/> Graduation Follow-Up Survey	<input type="checkbox"/> End of Course Survey <input type="checkbox"/> Student Environment Survey (CCSSE) <input type="checkbox"/> Institutional Research Data	<input type="checkbox"/> Other Explain Here:
Amount Budgeted:			
Budget Explanation:			
Strategies:			
Expected Outcomes:			
Evaluation Instruments Used To Measure Goal:	<input type="checkbox"/> Assessment of the College <input type="checkbox"/> Departmental Assessment <input type="checkbox"/> Graduation Follow-Up Survey	<input type="checkbox"/> End of Course Survey <input type="checkbox"/> Student Environment Survey (CCSSE) <input type="checkbox"/> Institutional Research Data	<input type="checkbox"/> Other Explain Here:
Mid-Cycle Outcomes			
Mid-Cycle Date:		Expected Outcomes Met?	
Extent Outcomes Were Met:			
Other Factors:			
Final Outcomes			
End-Cycle Date:		Expected Outcomes Met?	
Extent Outcomes Were Met:			
Other Factors:			
Additional Needs Identified Through Evaluation:			
Recommended Action For Next Year:			