

Rick Muma, PhD, MPH

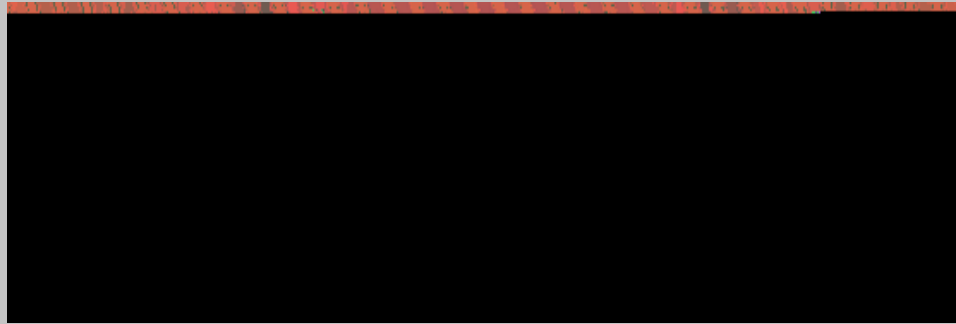
-Senior AVP for Academic Affairs and Strategic Enrollment Management/Professor

SEM Evaluation – Year 1



Overview of the WSU SEM process

- In conjunction with WSU's Strategic Planning process, a SEM plan was developed for growth over five years.



- <http://wichita.edu/semplan>
- As a part of the plan, all university constituencies were involved in developing the plan with an expectation to help grow enrollment, promote WSU, serve students, and ensure each student has an excellent experience at Wichita State.
- The plan was adopted August 2016

WSU SEM Goals

- Goal 1: Develop activities beginning in fall 2016 that foster a culture of enrollment growth among faculty, staff and students
- Goal 2: Increase enrollment of degree seeking underserved student populations by 8.5% yearly through fall 2020
- Goal 3: Increase retention rates of degree seeking underserved student populations by 2.5% yearly through fall 2020
- Goal 4: Increase enrollment along the I-35 corridor by 18% yearly through fall 2020
- Goal 5: Increase non-degree for credit enrollment by 14% yearly through fall 2020
- Goal 6: Identify new and emerging academic programming beginning in fall 2016 that leads to enrollment growth
- Goal 7: Increase enrollment of new fall students in online programs by 110% by fall 2020

Underserved=1st generation; underrepresented minorities; low income students

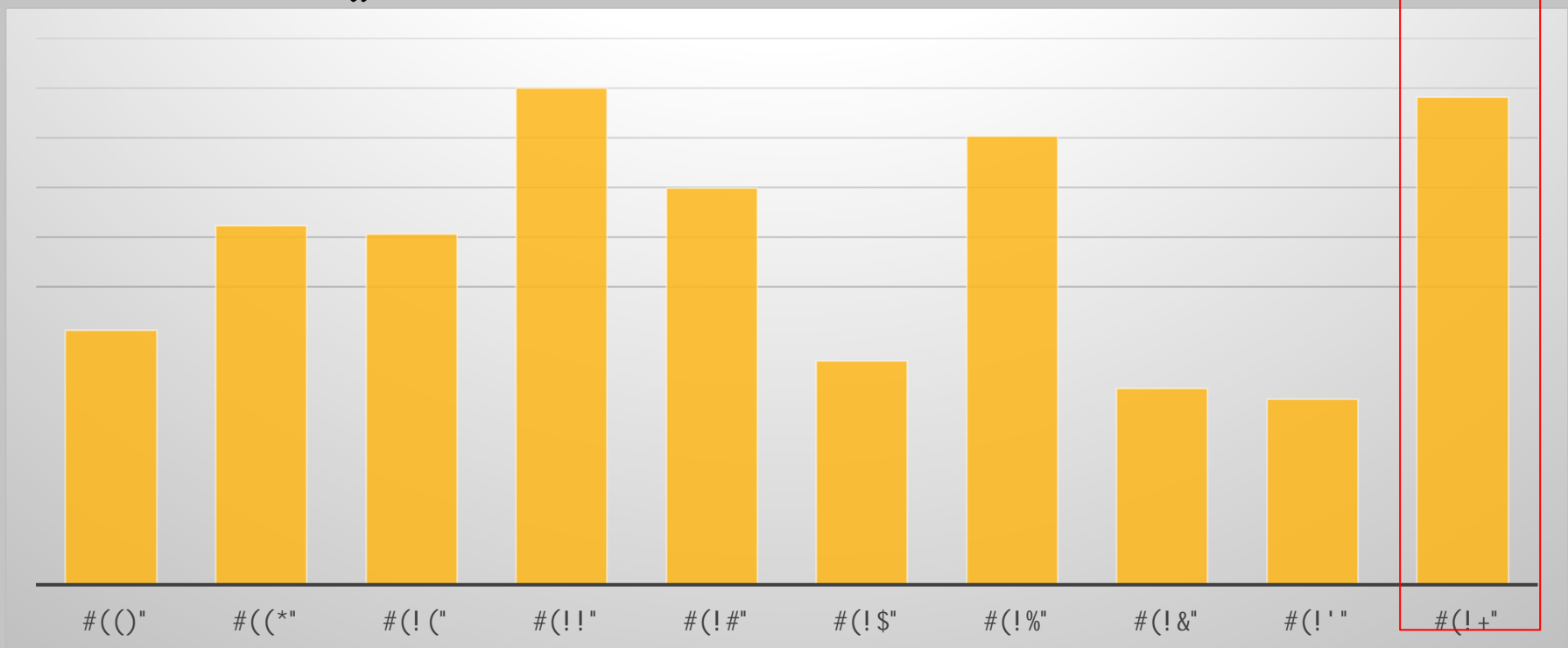
Outcomes

Overall Enrollment

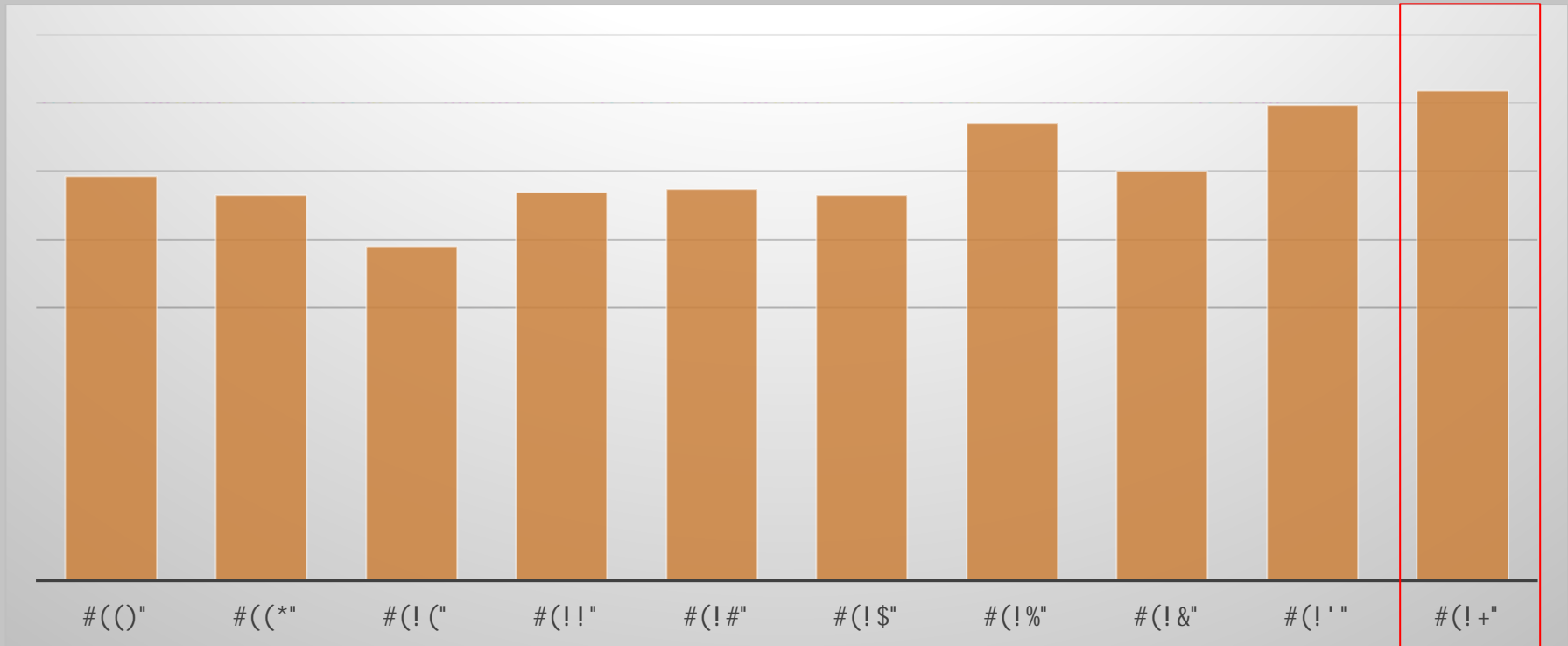
Overall Enrollment

- Fall 2020 goal 18,000: 6.1% yearly increase across all goals

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First-Time New Freshmen



First-time new freshmen= matriculating high school students (may have AP hours)
Freshmen=Students < 30 hours of earned hours and can include first-time new freshmen, transfers, returning adults
IPEDS-based freshmen=Students without post-secondary hours after HS graduation (may have AP credit)

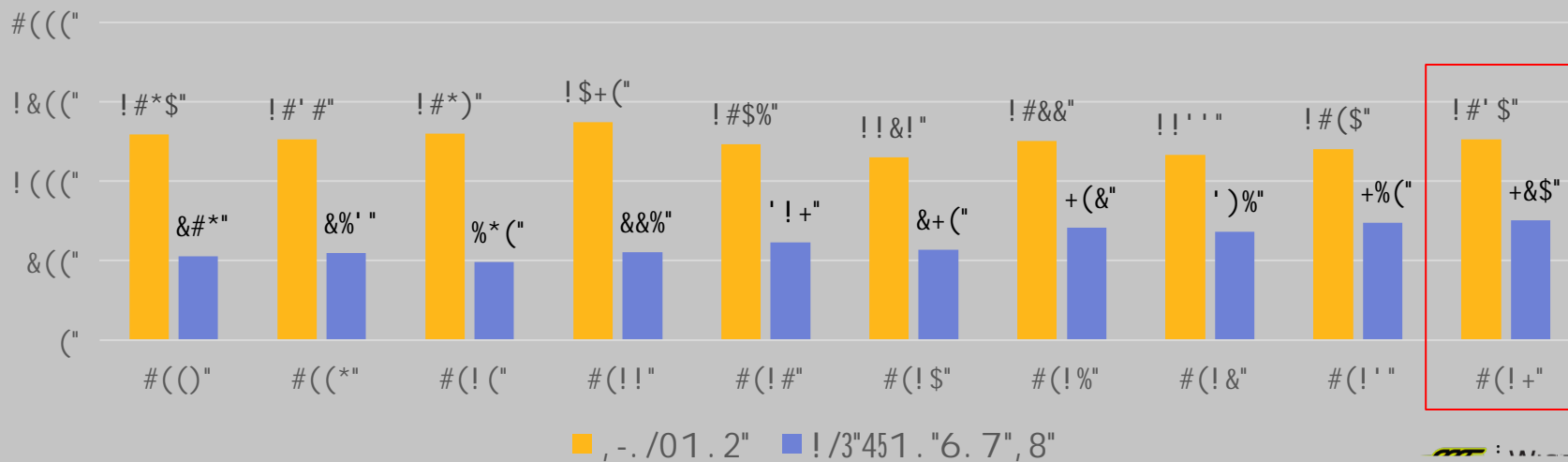
Goals 1-7

Goal 1

- Develop activities beginning in fall 2016 that foster a culture of enrollment growth among faculty, staff and students:
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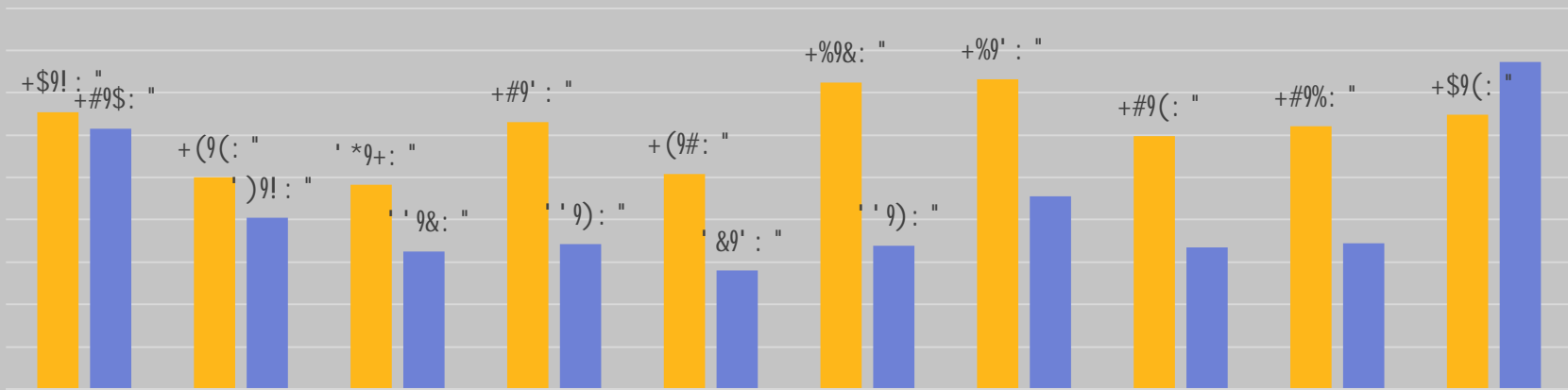
Goal 2

- Increase enrollment of degree seeking underserved student populations (UG/GR) by 8.5% yearly through fall 2020:
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Goal 3

- Increase retention rates of degree seeking underserved student populations by 2.5% yearly through fall 2020:
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Goal 4

- Increase enrollment along the I-35 corridor by 18% yearly through fall 2020:

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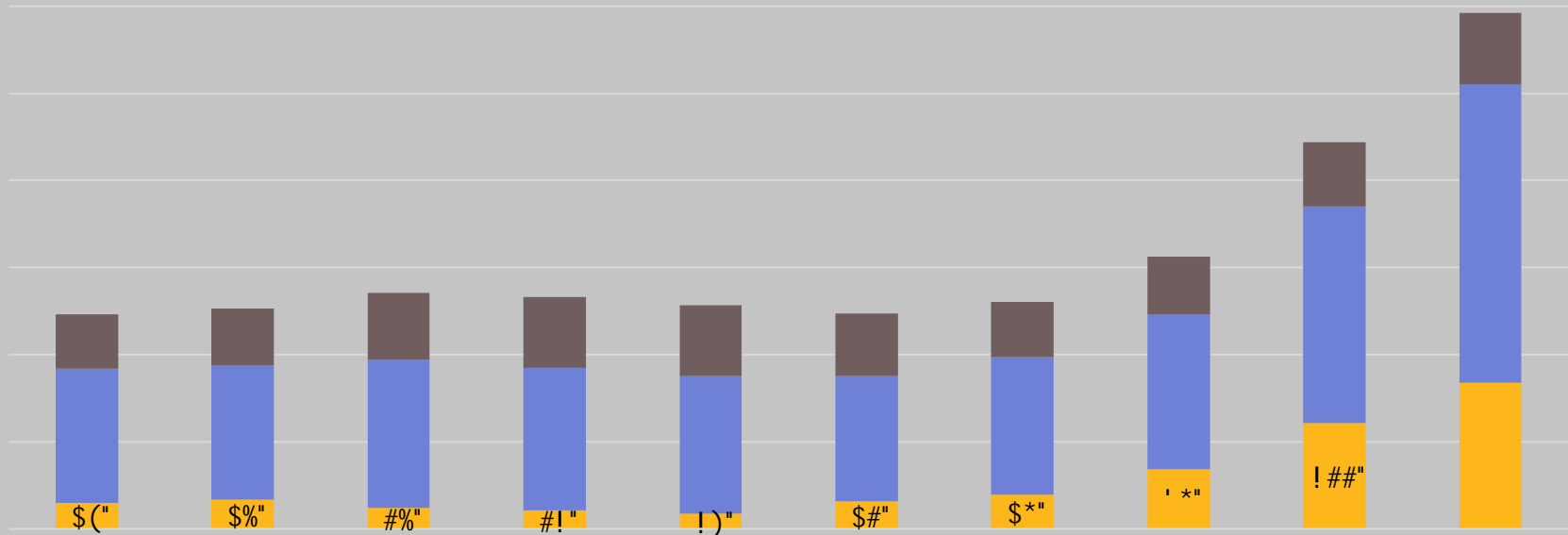
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Goal 4

- Increase enrollment along the I-35 corridor by 18% yearly through fall 2020:
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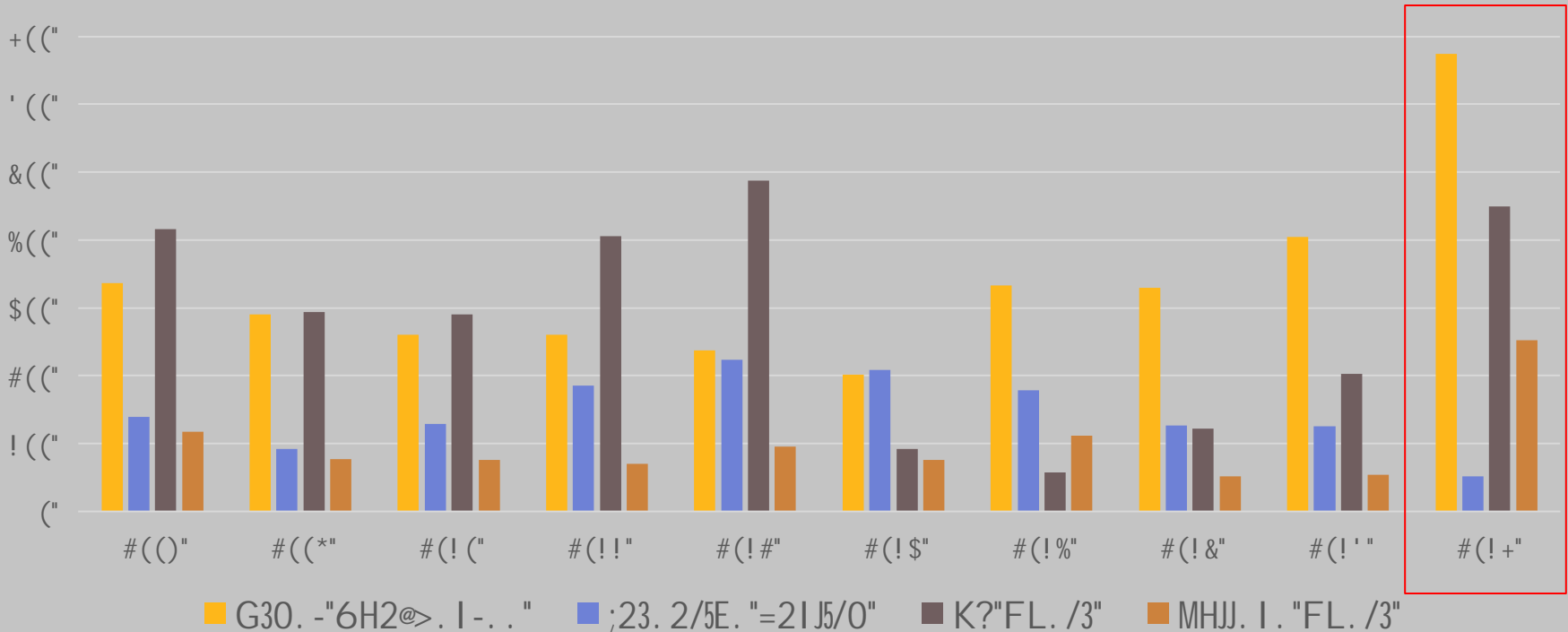
Goal 5

- Increase non-degree seeking for credit enrollment by 14% yearly through fall 2020:
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Goal 5

- Increase non-degree seeking for credit enrollment by 14% yearly through fall 2020:

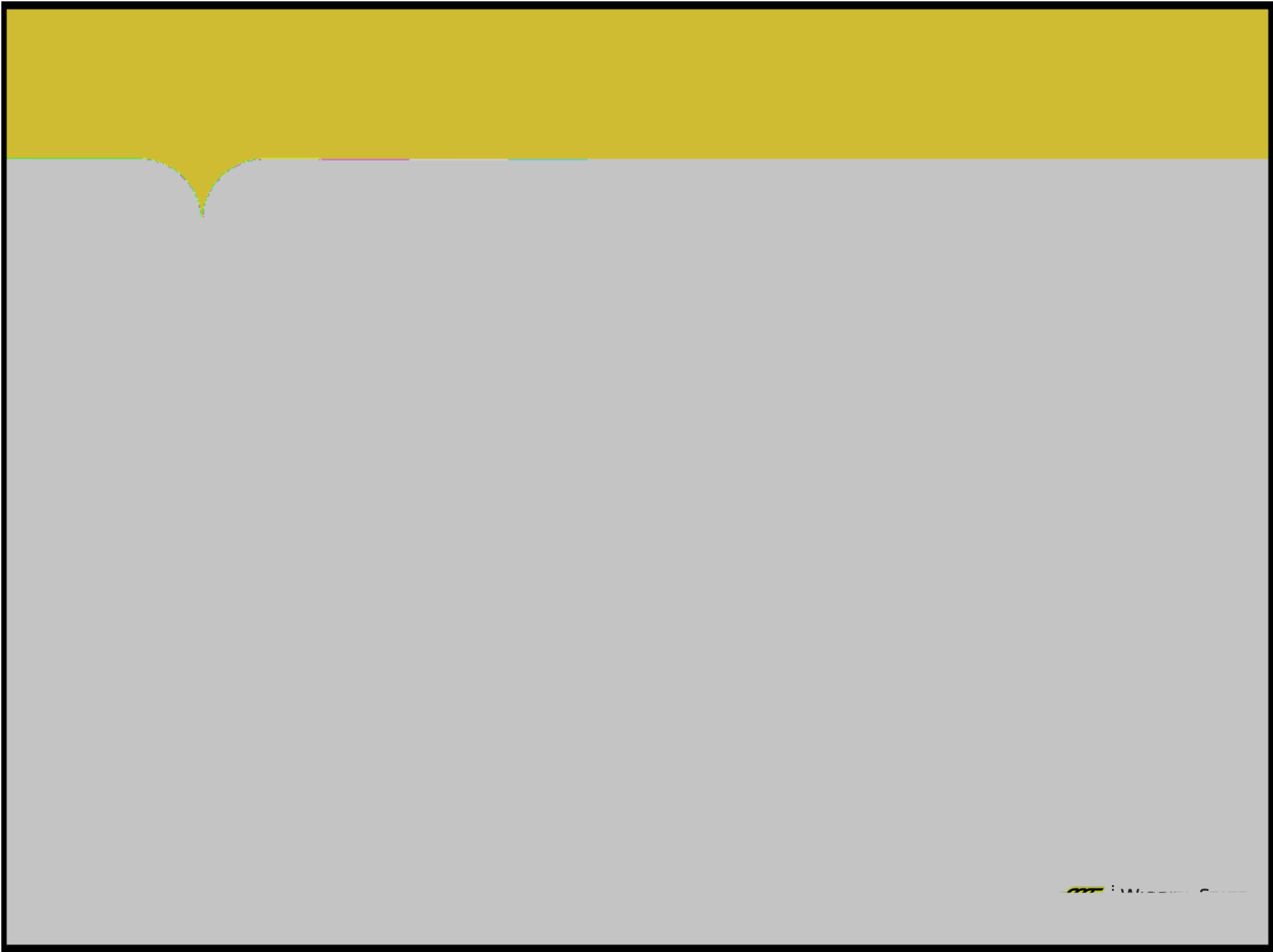
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Other non-degree= includes ed. recertification, open admission and UGs who continue but not admitted into a new program

Goal 7

- Increase enrollment of new fall students in online programs by 110% by fall 2020
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Goal 8

- Increase enrollment of new fall transfer students by 11% by fall 2020
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Establishing Goals for Fall 2018

Goal Setting for Fall 18

- Working with each college to establish goals for new students - fall 2018

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