



HLC Accreditation 2016-2017

Evidence Document

Academic Affairs

Strategic Enrollment Management (SEM)

Annual SEM Update and Celebration October 28, 2020

Additional information:

Welcome!

Annual SEM Update and Celebration

October 28, 2020

Carolyn Shaw

Associate Vice President for Strategic Enrollment Management



WICHITA STATE
UNIVERSITY

Overview of the SEM process

- Strategic Enrollment Management Plan developed in conjunction with WSU's Strategic Planning process
- 5 year plan started in AY 2016-17
- All university constituencies were involved in developing the plan
- Expectation to help grow enrollment, promote WSU, serve students well, and ensure that each student has an excellent experience at Wichita State
- 82 tactics in the original plan, with new ones added over the last four years. 49 now marked as Complete, and 99 have become Ongoing practices.
- Currently updating strategies and tactics to meet 2025 goals.

SEM Goals

www.wichita.edu/semplan

- **Goal 1:** Develop activities that foster a culture of enrollment growth among faculty, staff and students
- **Goal 2:** Increase enrollment of degree seeking underserved* student populations
- **Goal 3:** Increase retention rates of degree seeking underserved student populations
- **Goal 4:** Increase enrollment along the I-35 corridor
- **Goal 5:** Increase non-degree for credit enrollment
- **Goal 6:** Identify new & emerging academic programming that leads to enrollment growth
- **Goal 7:** Increase enrollment of new fall students in online programs
- **Goal 8:** Increase enrollment of new transfers students
- **Goal 9:** Increase international undergraduate enrollment
- **Goal 10:** Increase enrollment & retention among returning adult students
- **Goal 11:** Increase enrollment & admission activities, retention programming, program growth, and diversified program delivery models.

*Underserved includes 1st generation, underrepresented minorities and low income students.

Overall Enrollment

- **7% total growth since 2016**

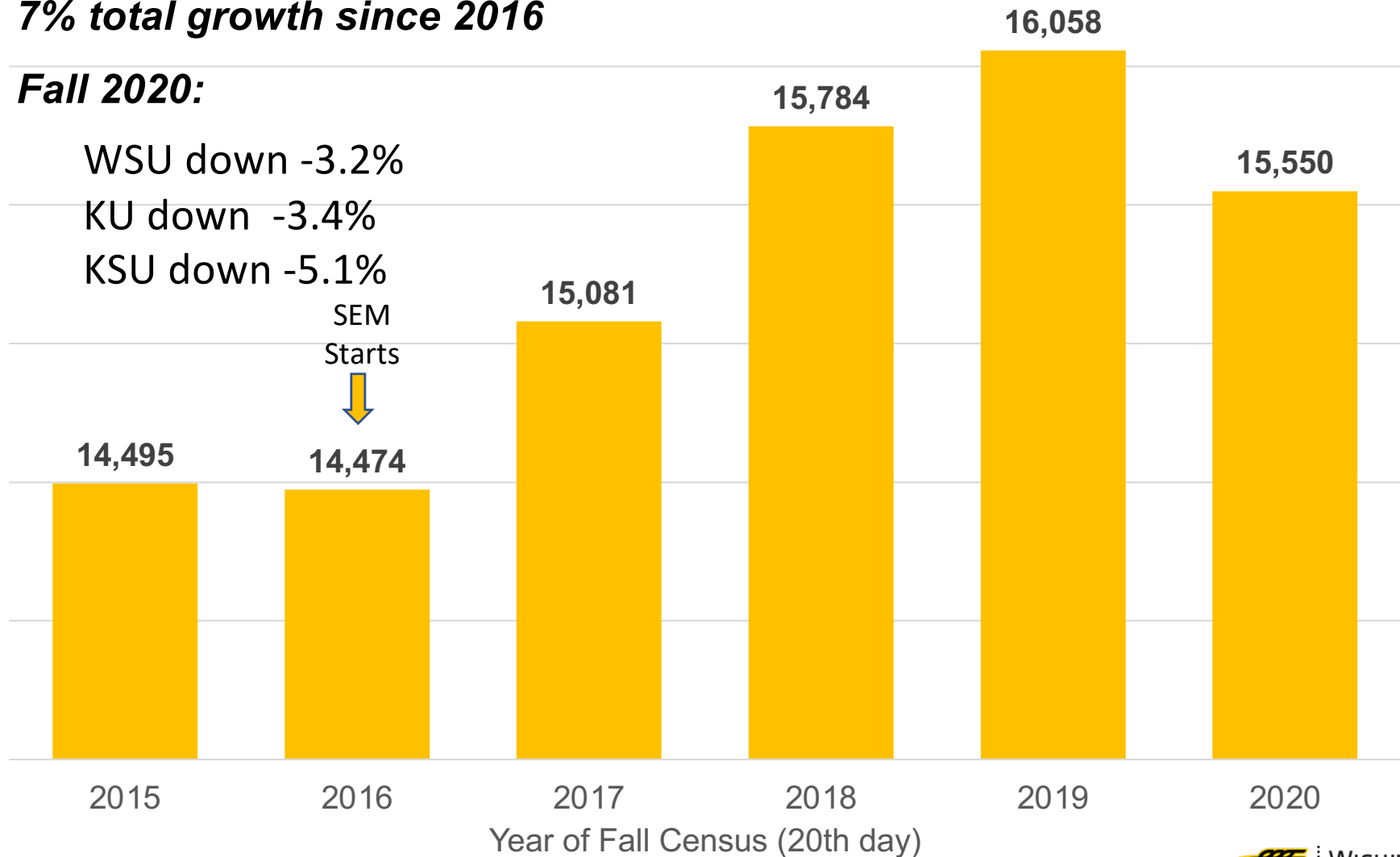
- **Fall 2020:**

WSU down -3.2%

KU down -3.4%

KSU down -5.1%

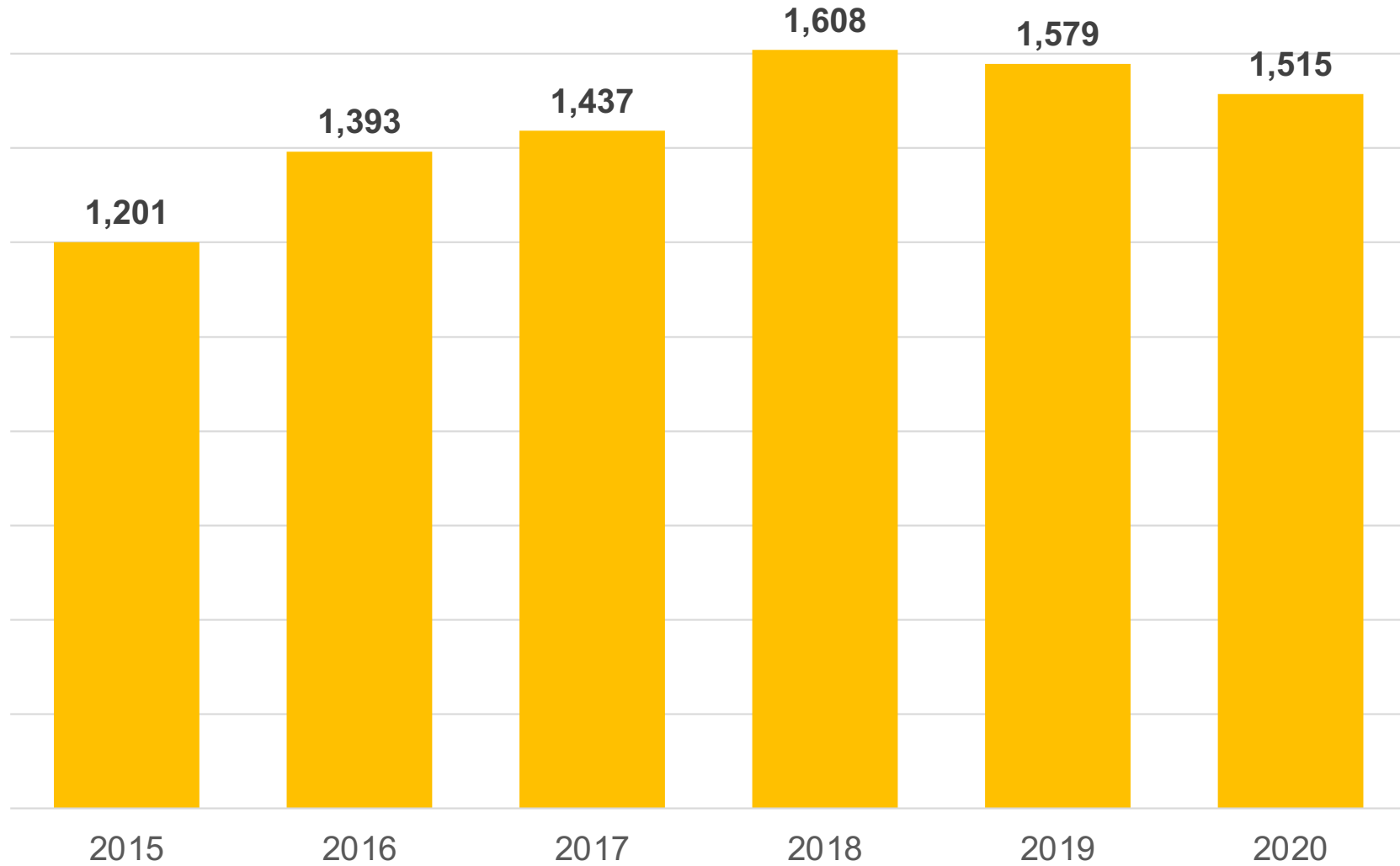
SEM
Starts
↓



First-Time-In-College (FTIC)*

WSU -4.1%

National avg for 4-year Public institutions -13.7%



Year of Fall Census (20th day)

*FTIC matriculating high school seniors (may have enough college credit to start as sophomore or juniors).

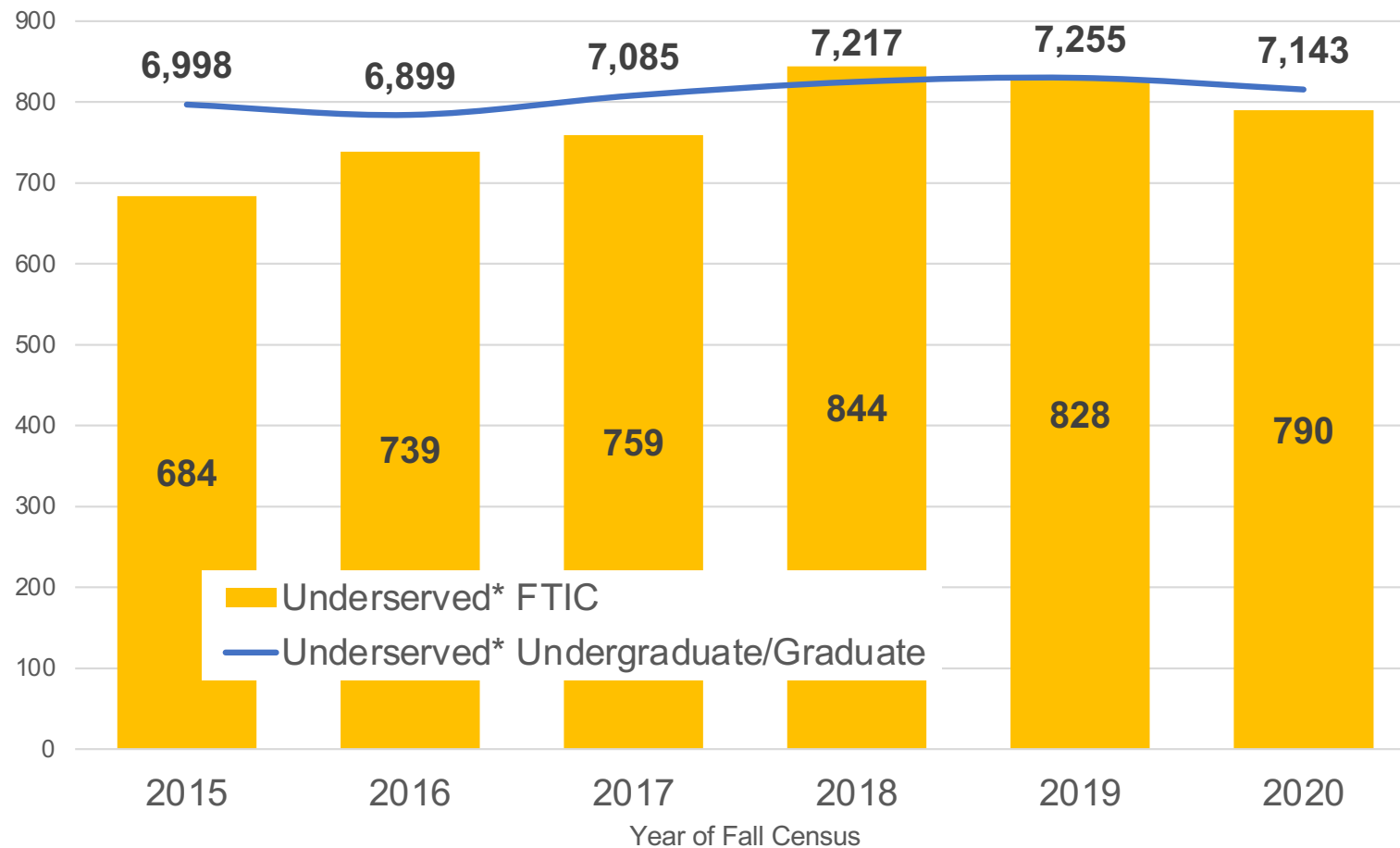
Goals 1-11

Goal 1

- **Develop activities that foster a culture of enrollment growth among faculty, staff and students**

Goal 2

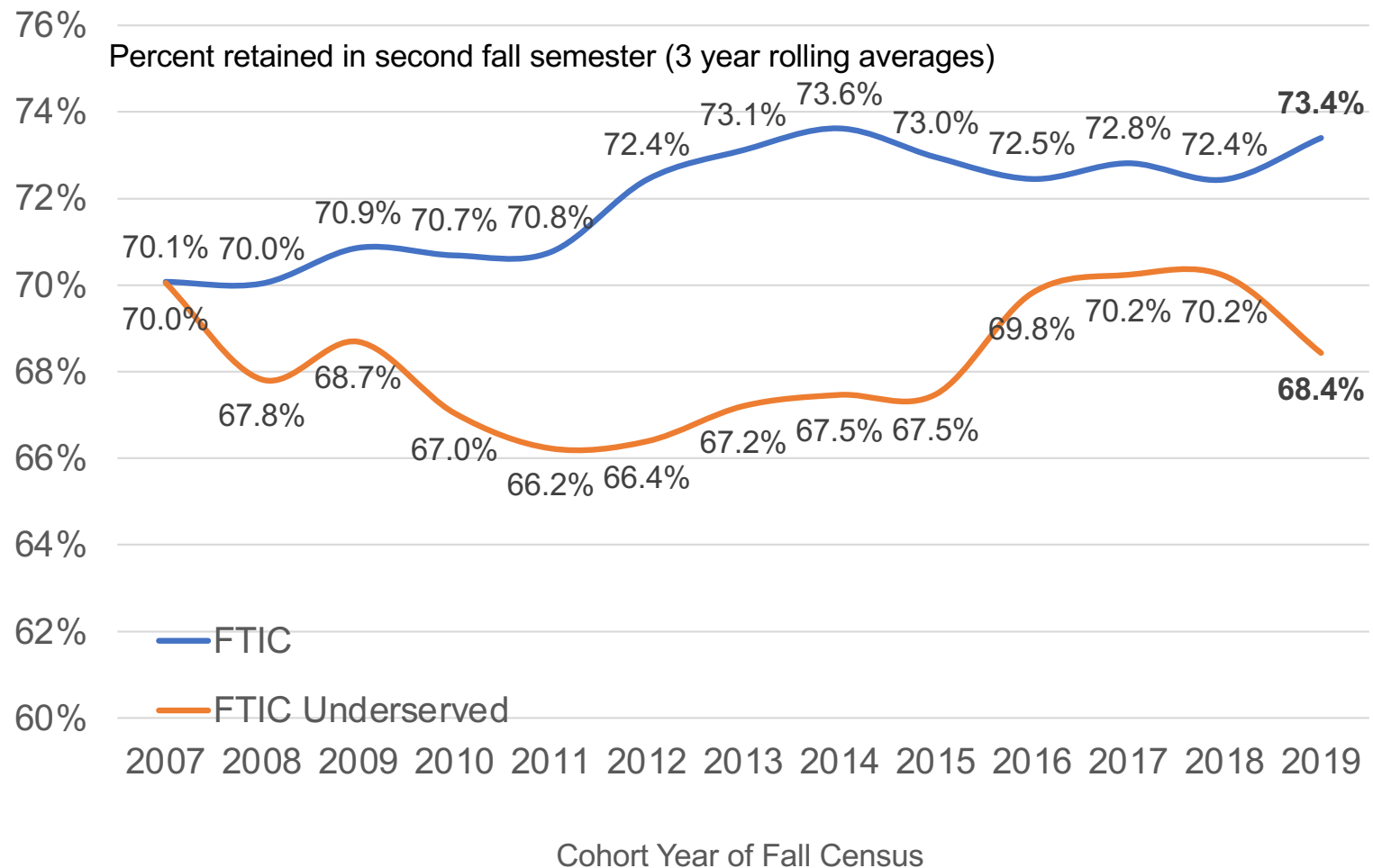
Increase enrollment of degree-seeking underserved students



*Underserved includes underrepresented minorities (American Indian/Alaskan Native, Black non-Hispanic, Hawaiian & Hispanic), first generation & low income (family income 125% & below poverty controlling for family size).

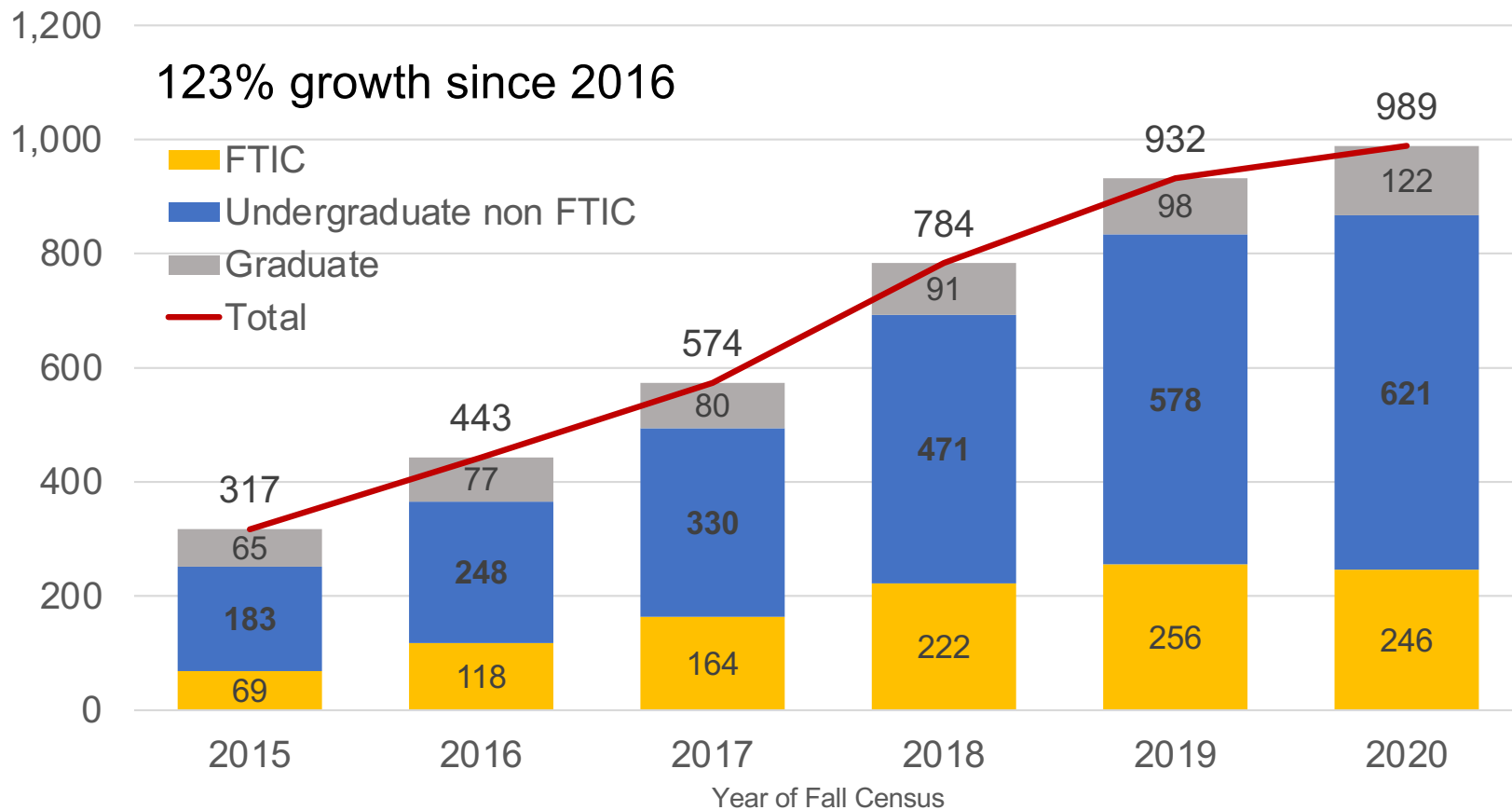
Goal 3

- Increase retention rates of degree seeking underserved students



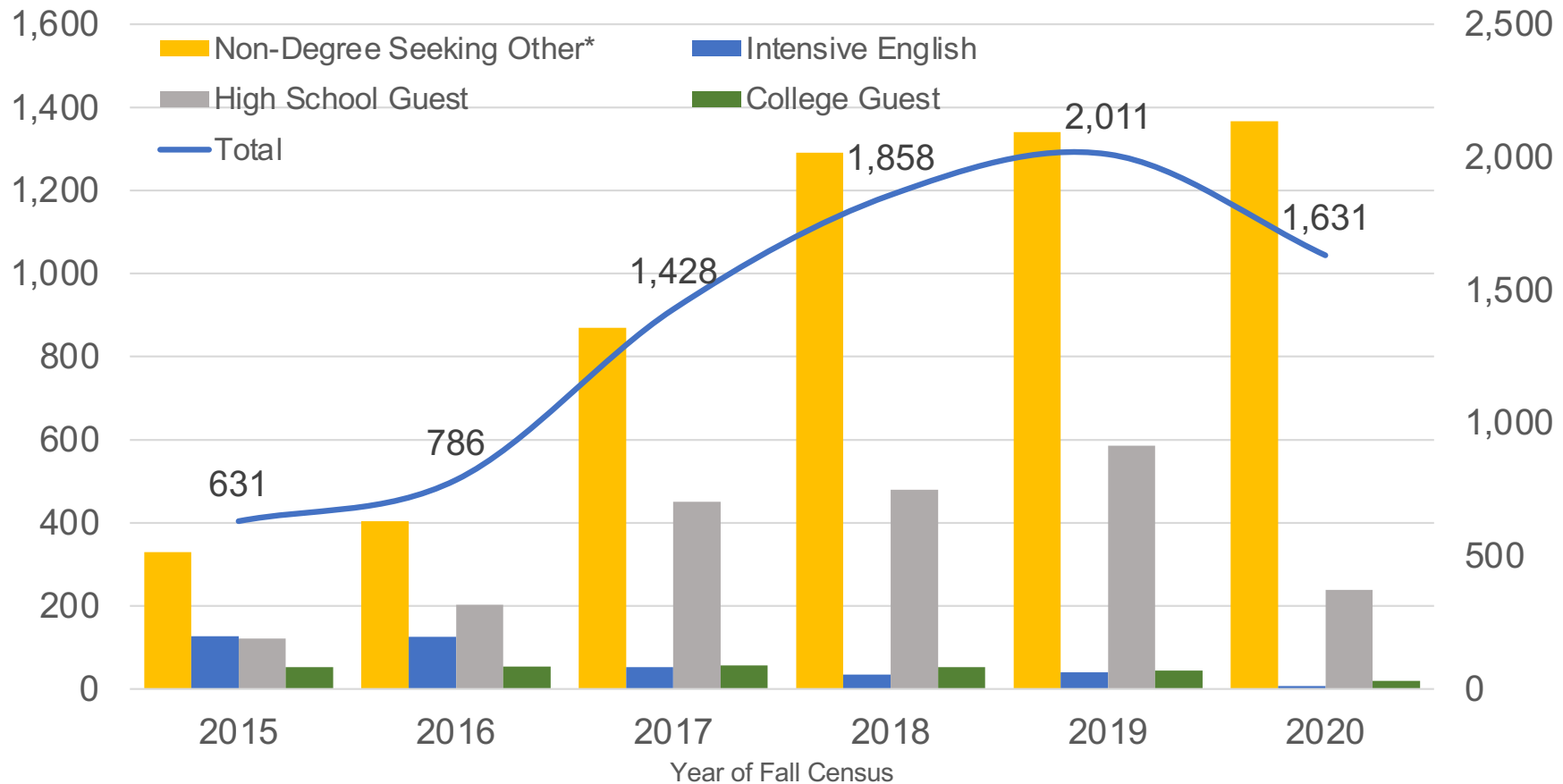
Goal 4

- Increase enrollment along the I-35 corridor



Goal 5

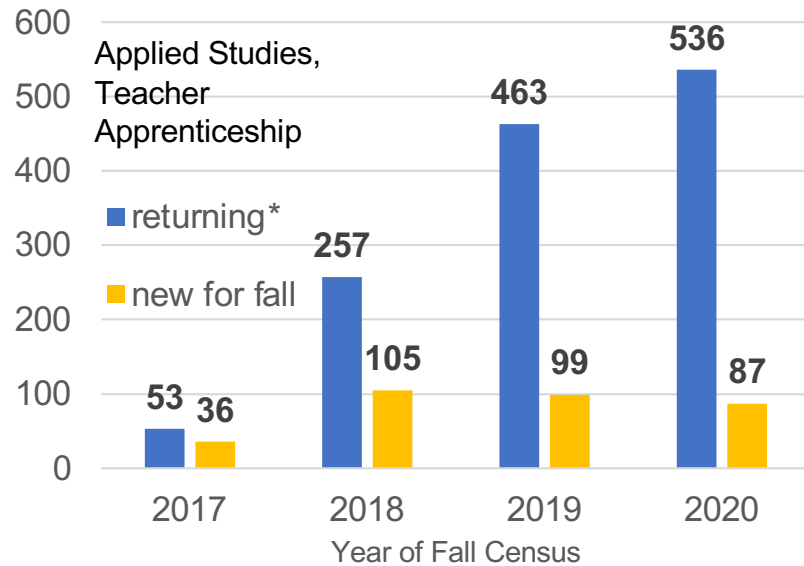
- Increase non-degree seeking for credit enrollment



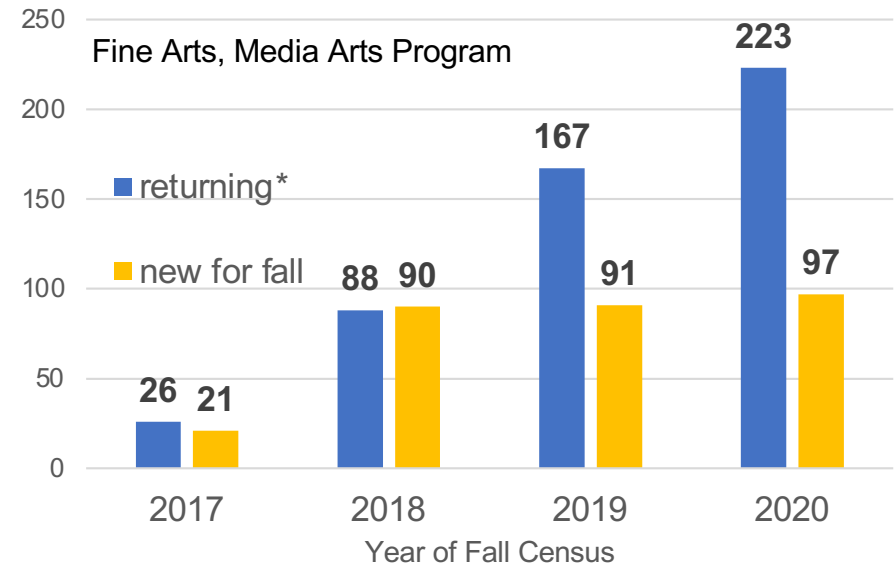
*Other non-degree includes education recertification, open admission and post baccalaureate UGs who continue to enroll but are not admitted into a new program; HS guest include concurrent and non-concurrent students.

Goal 6

- Identify new programming leading to enrollment growth



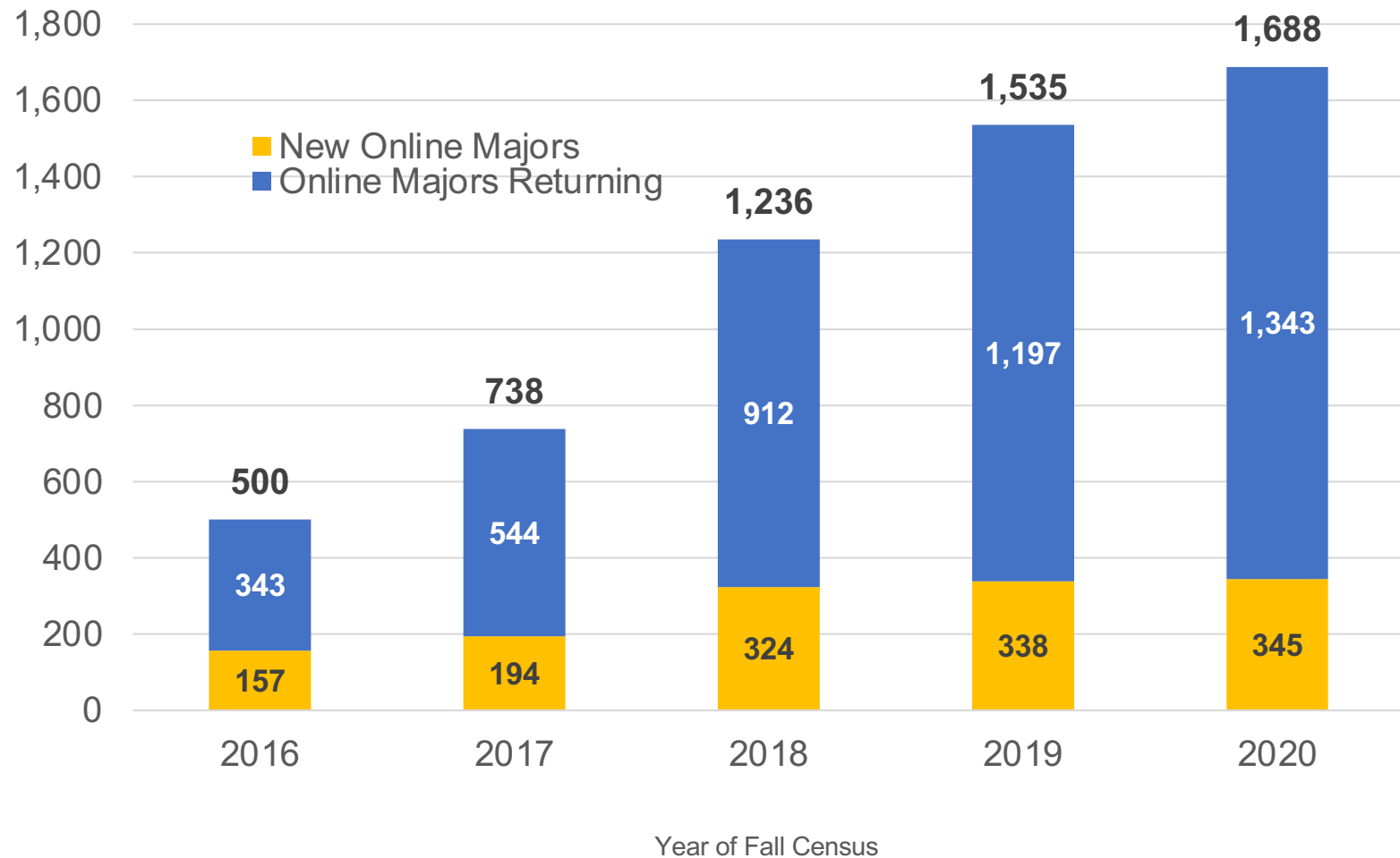
*Returning includes new and returning from previous spring or summer semesters enrolled in fall.



*Returning includes new and returning from previous spring or summer semesters enrolled in fall.

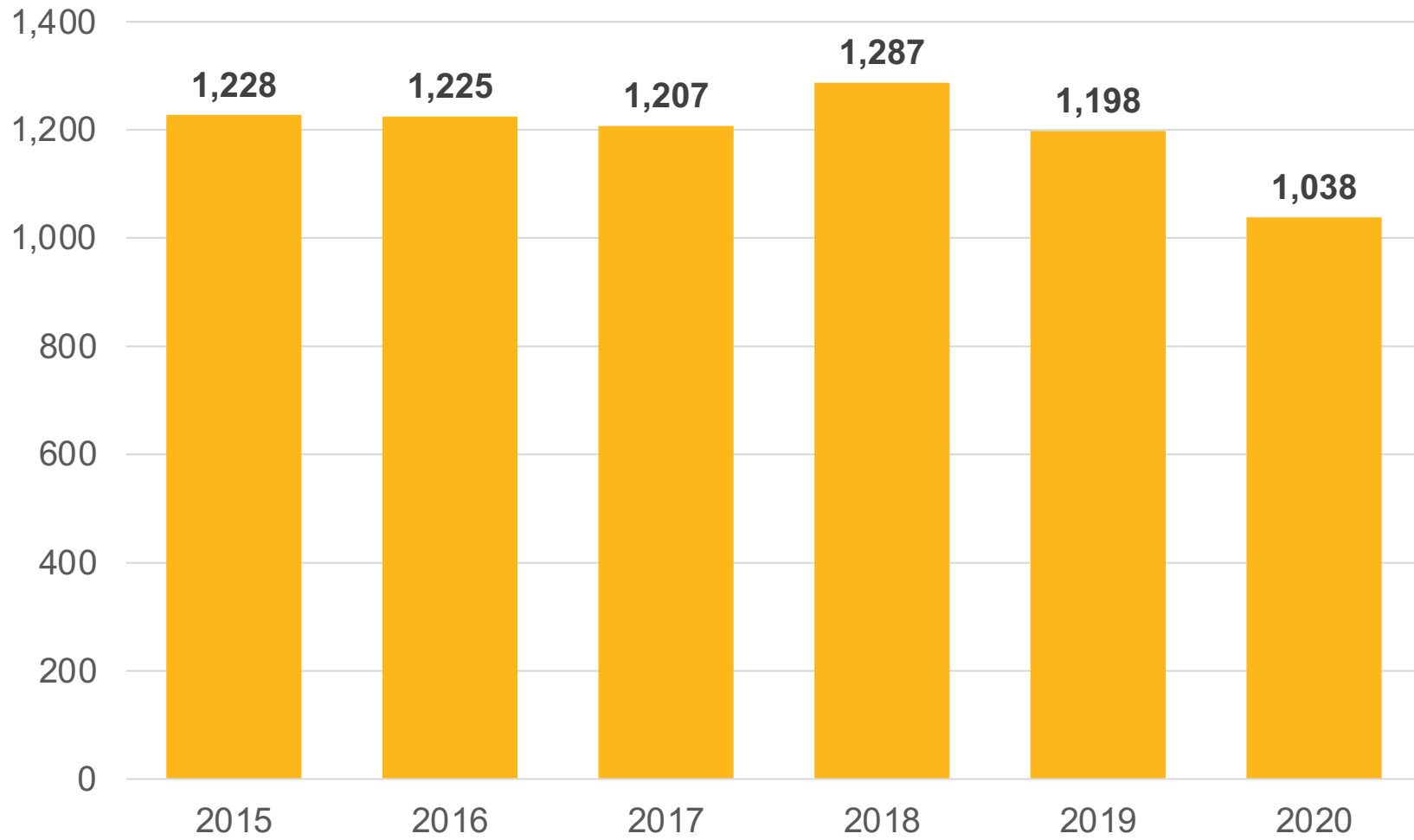
Goal 7

- Increase enrollment of *new* fall students in online programs



Goal 8

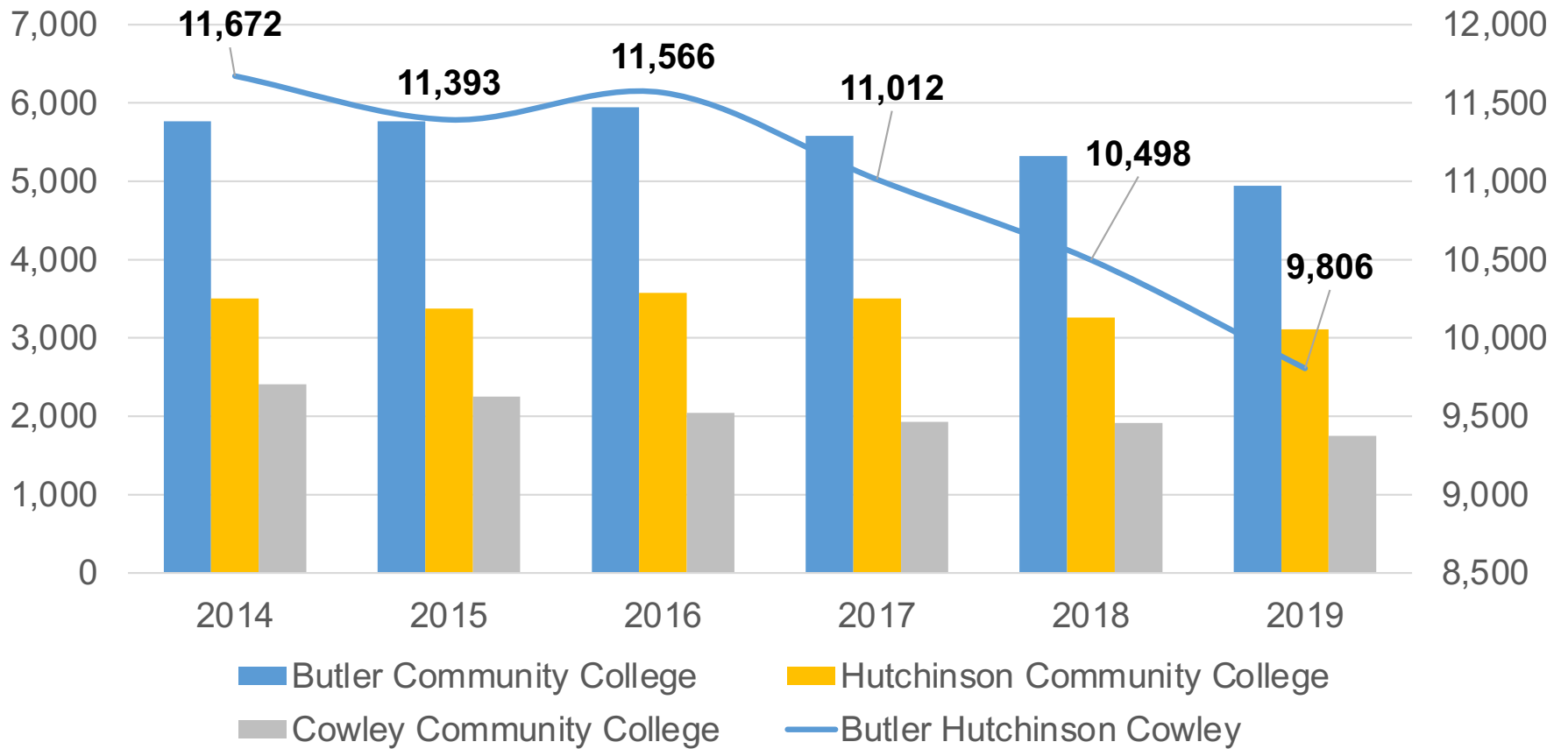
- Increase enrollment of new fall transfer*



* Transfers are degree-bound students who entered WSU with earned transfer hours post high-school graduation.

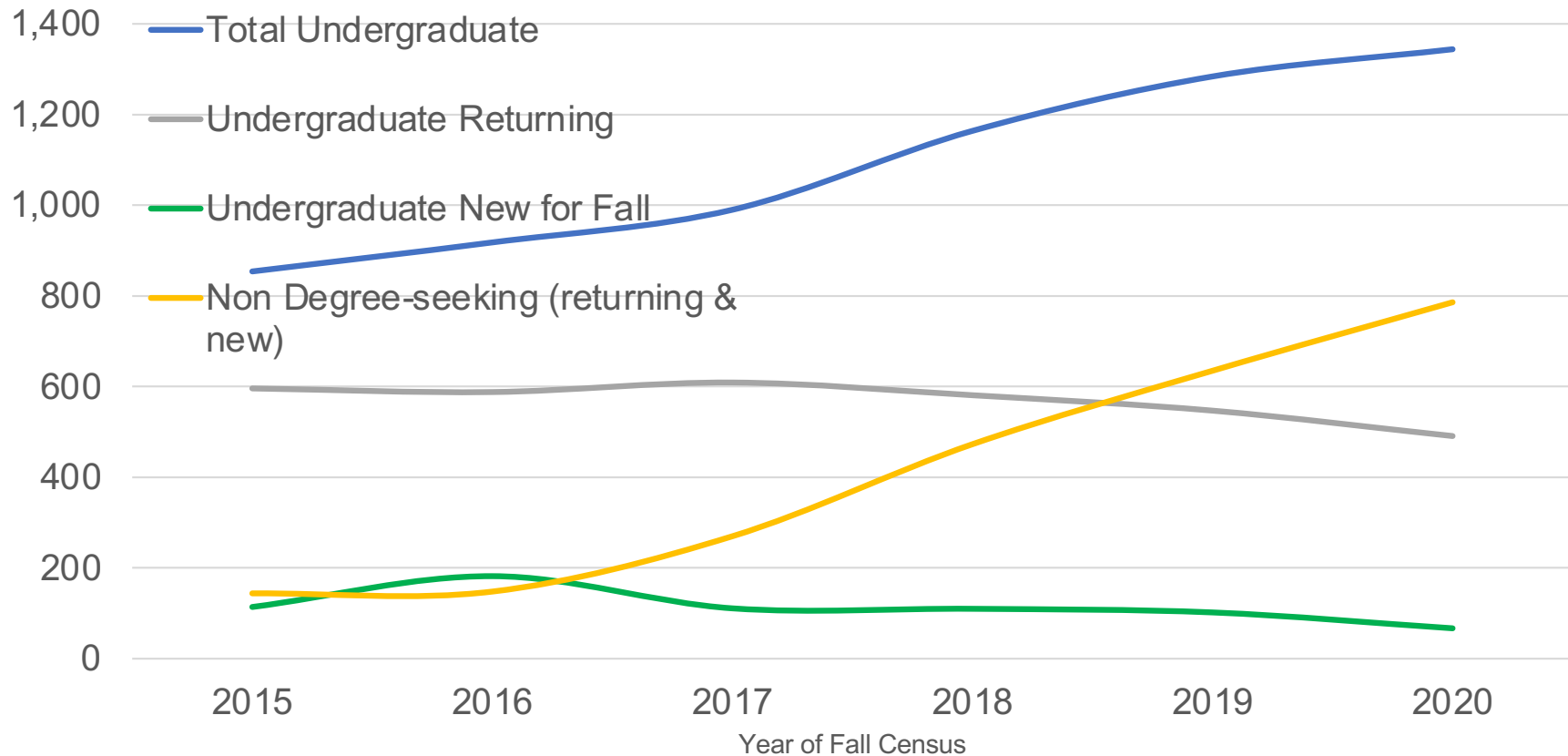
Declining Community College Enrollment

Transfer Feeders Fall Enrollment



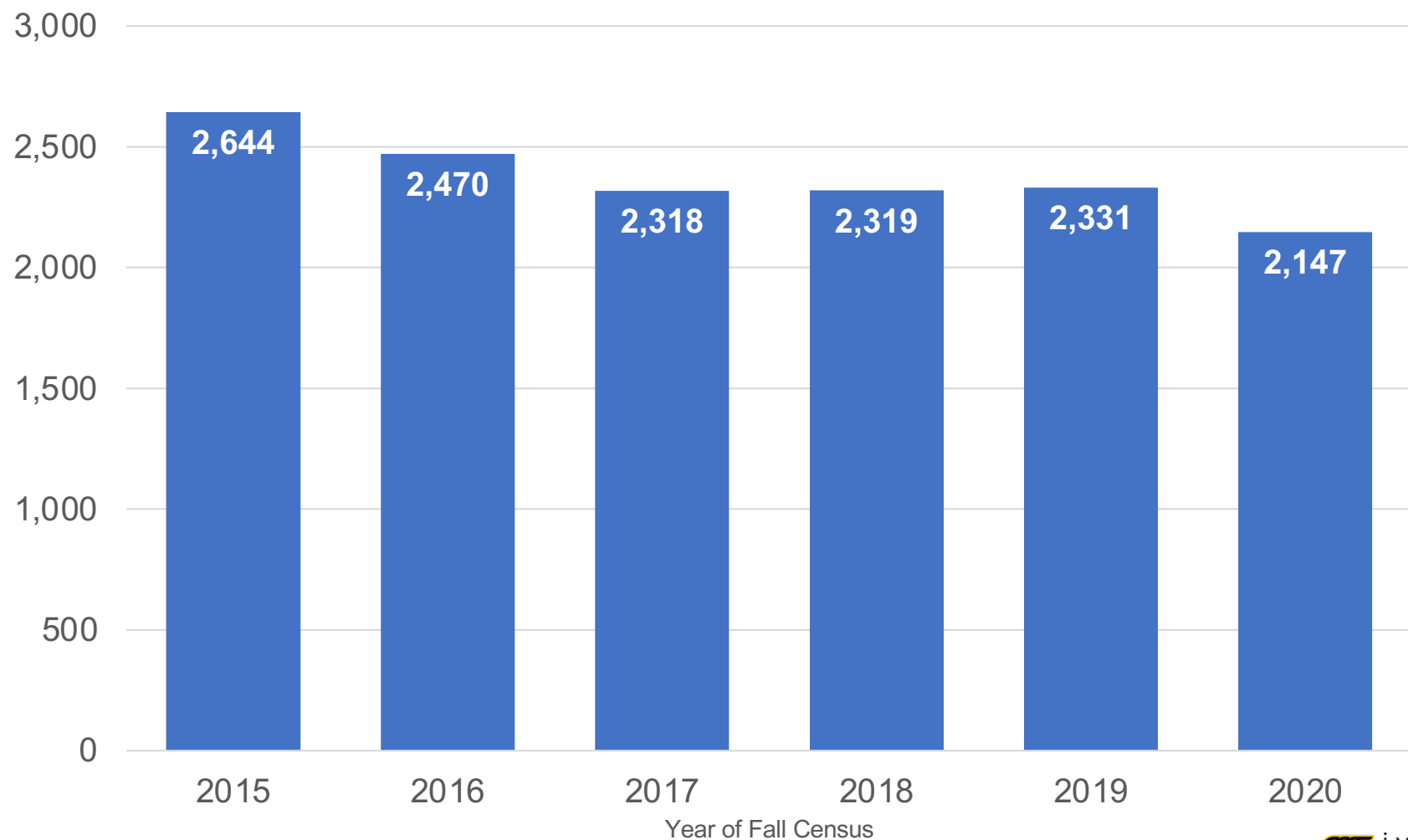
Goal 9

- Increase international undergraduate enrollment



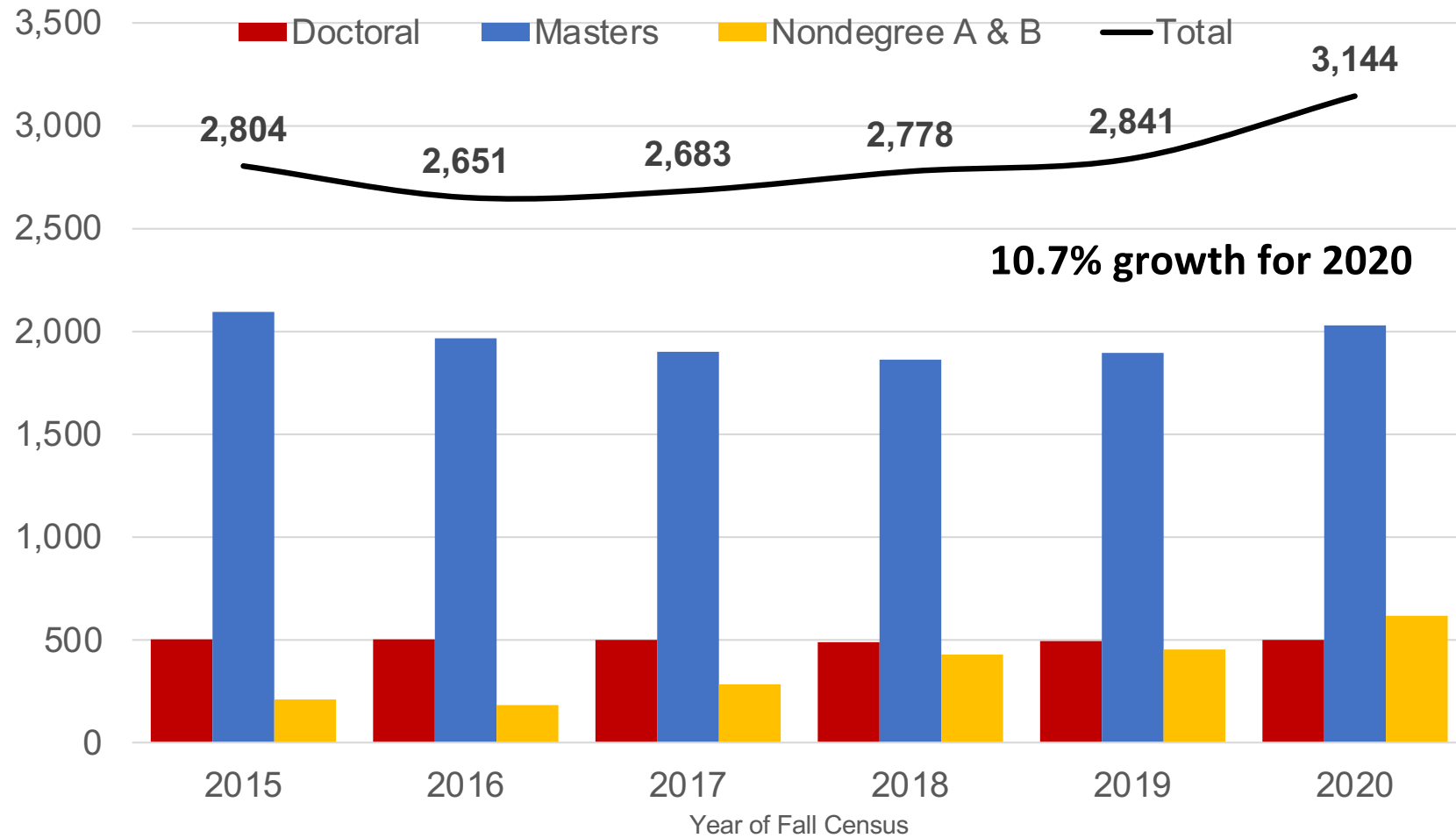
Goal 10

- Increase enrollment among returning adult students



Goal 11

- Increase graduate student enrollment



Goals for 2025

Looking Ahead: SEM 2025

- **Four-year average growth** (2016-2019):
 - Degree bound students: 2.6%
 - Non-degree bound students: 154%
- **2025 Growth Goal**
 - Degree bound students: 4%
 - Non-degree bound students: 20%
- **Retention 72% > 75%**

Questions? Suggestions?

- Email: Carolyn Shaw
 - Professor and Associate Vice President
for Strategic Enrollment Management
carolyn.shaw@wichita.edu