

Academic Services and Information Technology

Action Area 1: Recruitment and Retention (faculty, staff, students)

Goal	Strategy	Objective	Measures	Progress/Updates
1) Attain an optimal undergraduate enrollment. 2) Attain an optimal graduate enrollment. 3) Enroll increased numbers of minority students.	<i>FTIAC – Recruitment</i>	<i>FTIAC</i>	1) 3,600 FTIACs plus or minus 100 and 2,000 transfers. 2) Enroll 3,650 graduate students by 2010. 3) 13% of total headcount by 2010	1) Fall 2010 FTIAC enrollment = 3,534 - achieved 2) Unduplicated graduate headcount 2009-10 = 5,972; target is 6,400 by 2015 - progress toward goal - no; work to improve graduate - strong 3) Fall 2010 enrollment report shows an unduplicated minority count 3,133 or 12.8% of total - nearly achieved the 13% target; work associated - strong
	Purchase names ACT	Minority buy		
	Purchase names NRCCUA	Minority buy		
	National Hispanic scholars	Minority buy		
	High School visits	600+ each year		
	College Day/Night events	Both MI & IL		
	Campus Visits	6 days each wk		
	Bus Trips	Selected HSs		
	On-Site Admissions	Selected HSs		
	Student Visitation Days	Fall & Winter		
	Targeted Direct Mail	Using buy info		
	Special events – campus	Family Saturdays		
	Associate – Detroit	HS visits 45		

	Associate – Chicago	HS visits 113		
	Early Awareness Scholar	Selected HSs		
	GV Grant	Selected HSs		Not a stated IIP goal, but strategic plan calls for equal to or greater increase in institutional aid over tuition and room/board increase. 2010-11 financial aid increase 6.3%; 2010-11 tuition/room/board 4.1%. Much of the 2010-11 aid increase went to gap aid and need based aid through the Grand Valley grant program.
	Attend National College Fairs	Established schedule		
	Attend NSSFNS college fairs	Established schedule		
	Continue to revise and improve orientation and transitions for FTIACs	Orientation Big Dogs group		
	<i>Transfer – Recruitment</i>	<i>TRANSFER</i>		
	Direct mail/e-mail	Use Banner Info		
	Clearinghouse data	Track students		
	Community College counselor luncheons	On-campus by geographic area		
	Dean to Dean meetings	Local CCs		
	Faculty to Faculty Meetings	Local CCs		
	Workshops for CC counselors, curriculum	Either @GV or on-site @the CC		

	On-Site Admissions	Selected CCs		
	On-Site Auditions & Portfolio review	Selected CCs		
	Insert with admit letter	Detail "To Do"		
	Advising bookmark for admit pack	Contact Info of centers		
	Involve CC students to GV events	Sports, Arts, etc.		
	Add Early Awareness scholarship for MI CC	Mirror FTIAC		
	Add Urban Schools scholarship for MI CC	Mirror FTIAC		
	Add GV Grant for MI CC	Mirror FTIAC		
	Improve Transfer equivs	Less general crd		
	Update Transfer website	Links to services		
	Virtual Open Houses	Fall and Winter		
	Visit minority student organization @CCs	Selected CCs		
	Continue the development of Transfer Canines and resultant initiatives	27 short and long term initiatives		
	Continue to improve Orientation and Transistions	Orientation Big Dogs group		
	<i>Graduate – recruitment</i>	<i>GRADUATE</i>		
	Improved on-line application/references	Add on-line reference letters		
	Application workflow	To all departments		

	Work with departments on communication plan	With IM		
	Update graduate webpages	On Admit site		
	Develop on-line chats with program directors	With IM & NIS		
	College visits to private colleges	7 colleges		
	Participate in graduate career fairs	Established set		
	Participate in GRAHEN fairs	Established set		
	Update Graduate Viewbook	Add programs		
	Support orientation for new graduate students	With Graduate Dean, et. al.		
4) Increase the number of students who are exposed to international cultural experiences within the student body.	Visit key CCs meet with international advisors	8 CCs with high int'l populations	Increase the number of international students to 3% of headcount by Fall 2010	4) Progress is strong. 15 contracts have been negotiated with agents to enhance recruitment. As a correction the 3% goal is to be attained by 2015, rather than 2010, but will report progress each year.
	International transfer students to Intl visitation day event	From 5 local CCs		
	ECIS Registry Mailing	Int'l application		
	Peterson's Outreach	Int'l application		
	Internationals with SAT	Admission packet		
	Advert Hobson's Asia micro-site			

	Advert Study in the USA			
	Advert Peterson's			
	Linden Latin America Tour	Recruitment		
	Toronto	Recruitment		
	New Delhi/Mumbai, Bangkok, Singapore, Kuala Lumpur, Malaysia	Recruitment		
	Seoul, Tokyo, Taipei, Taiwan, Palau	Recruitment		
	ELS and CC visits	Campus Visits		
	Virtual chats	Fall and Winter		
	Catalogs to Advising Centers for Int'l students	Admission packets		
	Increase interactivity of web page	Photo album, video, map		
	Establish relationship with AIRC – and admission agents and agencies	Agent recruitment		
	Review use and outcomes of International scholarship funds	Make best use of funds		

	Review and upgrade the new student orientation program for Int'l students	Access to more information, staff	5) Freshman to sophomore rate of 87% by 2012. Sophomore to junior rate of 78% by 2012. 6) 6 year graduation rate of 60% by 2012. 4 year graduation rate of 30% by 2012.	
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