

Academic Services & Information Technology

| Action Area 1: Access and Equity - Recruitment and Retention (faculty, Staff, students) | | | | |
|--|----------------------------|----------------|--|---|
| Goal | Strategy | Objectives | Measures | Progress |
| 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 through 2015 2. Enroll 3,650 graduate students through 2015 3. 13% of total headcount by 2015; 18.8% of completed applications (FTIAC) from domestic minorities by 2015. | Met: 3,927 FTIACs enrolled Fall 2011 Met: 2,386 transfers 2011 Progress: 3,426 Fall 2011 Met: 13.6% unduplicated minority students Fall 2011; Met: 28% of FTIAC applications from domestic minorities |
| | 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 | | |

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| | 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 | | |
| | 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 | | |

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| | 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 | | |

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| | 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. | | |

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| 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 | 4. Increase the number of international students to 3% of headcount by Fall 2015 | Progress: 1.3% Fall 2011 |
| | 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, Bancok, Singapore, Kuala Lumpur, Malaysia | Recruitment | | |
| | Seoul, Tokyo, Taipei, Taiwan, Palau | Recruitment | | |
| | ELS and CC visits | Campus Visits | | |
| | Virtual chats | Fall and Winter | | |

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| | 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. Achieve a strong retention rate. | <ul style="list-style-type: none"> Continue to support and strengthen Freshman Academy Continue communication plan with non-residential FTIACs Establish communication plan with new transfer students Establish communication | Support students with academic deficiencies Engage non-res students with campus programs Connect transfer students to campus Reinforce work of HSPPs | Freshman to sophomore rate of 87% by 2015 Sophomore to junior rate of 78% by 2015 6 year graduation rate of 60% by | Progress: 82.1% Fall 2011 Do not have the figures yet. Met: 61.1% 2004 to 2011 |
| 6. Achieve a strong graduation rate. | | | | |

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| | plan for students from HSPP high schools <ul style="list-style-type: none"> Establish HSPP teams – High School Persistence Pals Review and update EDPAC goals Continue the meeting schedule of EDPAC Continue to develop initiatives that support transfer students Continue the work of the Persistence Pals group | 16 teams and 60 selected high schools Continue to focus on enrollment and enrollment priorities Implement the strategies Develop additional initiatives | 2015 4 year graduation rate of 30% by 2015 | Progress: 26.3% 2004 cohort |