

Deans' Cabinet Notes on the Enrollment Management Strategic Plan December 5, 2012

The Premise

- We all agree that we have a problem, and we need to rebuild. Enrollment Management has many facets. Academic Affairs, especially the Deans' Cabinet, would like to reflect on this document.
- We need a recruitment policy.
- Retention is operational but also academic. We already have multiple plans that need to be rolled in.

Lack of Data

- Lots of anecdotal ideas, little data. The data is there for retention and graduation.

Very little about Recruitment Plans

- No communication plans for targeted students: 9th graders, 10th graders, home schooled, out-of-state, high achievers
- False premise is that we can go away from recruiting freshman due to demographics, but we should recruit more transfers. Don't the transfers come from the same demographics?
- Also, getting away from recruiting freshmen means fewer general education classes which has a big impact on College of Liberal Arts.

Revenue

- Increasing graduate programs, as encouraged by the CCTA, is very expensive.
- We have tuition limitations by the state as well as student fee limits. [Business students are happy to pay the fee for the value, and Ag students would be too]
- External resources won't cover it all. Need additional revenue for scholarships....

Marketing

- This issue was not in the original draft.
- Faculty feel that the True Blue campaign is too vague. It doesn't discuss academic quality or the experience that a student would have at MTSU. Needs more substance.
- Highlight signature programs. We have wonderful programs in Academics to tout.

New positions in Academic Affairs

- Vice Provost for Enrollment Management and Vice Provost for Student Success (retention) under Academic Affairs, like many universities our size. Student Affairs would focus on student programming.

Contradiction

- This plan has a goal of increasing graduate students by 15%, but what kind of investment will be granted by MTSU administration? We have made commitments to the cohort groups for M.Ed. and Ed.S. because there is an unmet need throughout the state based on current policy.

30,000 Maximum Capacity

- Physical plant analysis showed that 30,000 is optimal.
- This plan says 30,000 by 2017. "slow and controlled", but why grow?
- If we apply these recommended admissions standards to this year's freshmen class, we would lose 480 students. In the past we have admitted 10% of those that go to special committee for admission.

Focus on the Positives

- This document seems like a Domsday scenario. We need to focus on the positive aspects of being an MTSU student.
- Complete College Tennessee Act is not the way to design a strategic plan. It's like teaching to the test. If you design a great strategic plan – bring in the best students, engage them early with the best academics- then the funding formula will follow.