

South Georgia State College

Strategic Plan – Enrollment Management

Mission:

South Georgia State College, a state college of the University System of Georgia, is a multi-campus, student-centered institution offering high-quality associate and select baccalaureate degree programs. The institution provides innovative teaching and learning experiences, a rich array of student activities and athletic programs, access to unique ecological sites, and residential options to create a diverse, globally-focused, and supportive learning environment.

Vision:

South Georgia State College will be a regional leader in offering an array of academic programs delivered by talented faculty and reinforced by a skilled support staff. This will attract, prepare, and graduate students who will accomplish their career goals and lead the region to economic success.

Values:

South Georgia State College embraces the rational values of Higher Education as set forth by the University System of Georgia-Integrity, Excellence, Accountability, and Respect. To accomplish its vision SGSC also identifies the following LEAD Core values:

- **Leadership** – acting to achieve shared goals around core values.
- **Engagement** – facilitating close interaction between students, faculty, staff, and community partners.
- **Affordability** – Emphasizing efficiency and effectiveness to provide a quality education and to achieve an affordable degree.
- **Diversity** – creating a collegial environment composed of people of diverse backgrounds.

South Georgia State College
Strategic Plan – Enrollment Management

Goal 1: Support and Enhance Prospect/Recruitment Efforts

Objective 1.1: Enhance efficiency and effectiveness of ‘On-Boarding’ processes to support Recruitment effort in the prospect to applicant conversion process.

Lead(s): Director of Admissions

Key Measure 1.1: Application conversion rate – annual 5% increase of conversion rate desired.

- Effort will be given to develop internal predictive analysis application for the application conversion process. Admissions will designate apps received in Banner by source (i.e. EAB, GaFutures, Walk-in, mail, mail list, local hs, etc.) This grouping will be used to determine outreach initiatives conducted to impact conversion rates such as: on-campus events that support accurate and timely delivery of information to all prospective students in the admissions cycle through on campus visits and tours, information sessions and preview days. This information will form a baseline and be used for applying future recruitment resources.

Key Measure 1.2: Customer Satisfaction Rating – Fall 2018 assessment of survey responses will determine a benchmark for this rating.

- Annually the survey will be administered and a 5% increase in the customer satisfaction rating will be the target.
- This will be a shared Key Measure between Admissions, Financial Aid and Registrar’s Office.

Key Measure 1.3: Customer Inquiries and response times - Effort will be given to enhancing the response process to our constituents in an effort to reduce the number of inquiries. Doing so will eliminate confusion and empower our customers to be better prepared for making the most of their academic pursuits.

- While a call management system will not be available to benchmark an incoming level of call and email levels, SGSC will attempt to determine some benchmarking through a third party effort with an area phone service company.
- In-coming traffic will be monitored on a new ‘check-in’ system.
- Year 2 – 3% decrease annually in call/email volume and walk-traffic.

Key Measure 1.4: Enhancement of Communication plan: repetitions, impact, and effectiveness.

- Enhance the communication to increase the number of touches with potential applicants, wording to encourage action, and action realized as a result of output.
- Effort will be given to assess the response realized as a result of communication efforts.

South Georgia State College
Strategic Plan – Enrollment Management

Goal 2: Registrar’s Office - Attainment of Enrollment Targets

Objective 2.1: The 2017 version of the Enrollment Management Strategic Plan outlined a 2020 goal for enrollment of 2800 (14% inc over 2 years or 7% per year). The University System of Georgia enrollment forecasting model predicts an enrollment of 2672 (8% over 2 years) by the year 2020. Prior to submission of official enrollment numbers for Fall 2018 enrollment is 2469.

Lead(s): Registrar

Key Measure 2.1: Enrollment. With preparation, the goal for enrollment will be an annual 5% increase.

- Consistent and repetitive communication plan will be put in place to inform, remind and encourage currently student to be aware of registration periods and take advantage of them.
- Efforts to promote the advantages of early commitment and enrollment will be disseminated to currently enrolled students including course selection attainment, preferred times, schedule adjustment and program completion.

Key Measure 2.2: Cancellation – Attendance and Fee Payment. Annual 2% reduction in the number of student canceled during each of these cancellations.

- Consistent and repetitive communication plan will be put in place to inform, remind and encourage currently student to be aware of registration periods and take advantage of them.
- Efforts to promote the advantages of early commitment and enrollment will be disseminated to currently enrolled students including course selection attainment, preferred times, schedule adjustment and program completion.

Key Measure 2.3: Degree audit completions; a benchmark will be established for the current rate of completion of degree audits. Through a series of efforts to identify and encourage those students with 50 or more hours of degree credit earned to complete a degree. A 10% increase each semester of communication outreaches to students to elicit an action will be a departmental goal.

South Georgia State College
Strategic Plan – Enrollment Management

Goal 3: Financial Aid Office - Attainment of Enrollment Targets

Objective 3.1: The 2017 version of the Enrollment Management Strategic Plan outlined a 2020 goal for enrollment of 2800 (14% inc over 2 years or 7% per year). The University System of Georgia enrollment forecasting model predicts and enrollment of 2583 (5% over 2 years) by the year 2020. Prior to submission of official enrollment numbers for Fall 2018 enrollment is 2469.

Lead(s): Director Financial Aid

Key Measure 3.1: Enrollment. With preparation, the goal for enrollment will be an annual 5% increase.

- Implementation of Estimated Award and Early Award notifications for potential students.

Key Measure 3.2: Cancellation – Attendance and Fee Payment. Annual 2% reduction in the number of student canceled during each of these cancellations.

- Enhance communication plans to better enable FA applicants the ability to respond to necessary documentation requirements which will shorten the FA award process.

Key Measure 3.3: Satisfactory Academic Progress. Annual 3% reduction in the number of students SAP violations.

- Inclusion of midterm grades to enhance communication efforts with students concerning the negative impact of lack of academic progress on financial aid status.
- Increasing communication at end Fall semester concerning financial aid status with written notification for students on SAP warning to their permanent home address.
- Provide SAP information and academic plans to professional advisors for follow-up with advisee's.