Enrollment Goals – 1998

IUPUI – Purdue School of Engineering and Technology

EGTC has 6 basic goals for improving enrollment:

1. Place special effort on minorities and women. This includes recruiting faculty, staff and students for under-represented groups.
2. Start a comprehensive advertisement campaign. It will support overall campus advertising and request funds to expand recruitment and retention in the amount of $60,000.
3. Build an economic model for the school
4. Increase the number of student credit hours and the number of students in school
5. Improve retention of students and increase number of students completing and graduating from school.
6. Reach or maintain critical mass of students in all programs necessary to sustain high-quality, comprehensive educational programs.

Community Learning Network

CLN has nine enrollment goals:

1. Develop curriculum plan to meet Hamilton and Hendricks county learners off campus. Coordinate plan with Ivy Tech off campus programs.
2. Provide classes to students at off-campus locations.
3. Increase number of adults entering General Studies degree program by 10% per year.
4. Increase number of learners enrolled in continuing studies certificate program.
5. Revise CLN website to enable learners to register on-line.
6. Develop bachelor’s degree at a distance.
7. Pro-actively recruit students for non-credit certificate programs.
8. Develop the full potential of the Community Learning Network.
9. Maintain and initiate partnerships with:
   a. area businesses
   b. neighborhoods
   c. government and schools
Kelley School of Business

BUS has 4 categories for increasing enrollment with separate goals for each category.

A. Increase Enrollment and Revenue by:

1. Implement 150 hr accounting program.
2. Establish closer ties with area high schools
3. Develop promotional video tape
4. Offer 100 level courses to select high schools through distance education
5. Increase number of internships
6. Deliver undergrad courses with distance learning
7. Explore feasibility of differential pricing for business courses
8. Attract more adult students by offering career-change tracks
9. Better promotion for certificate program
10. Survey demand for associate degree, possibly linked to senior year of high school
11. Implement a targeted ad campaign geared towards increasing women and minorities
12. Initiate a direct mail campaign targeting current high school seniors who sent SAT/ACT scores and indicated an interest in business education at IUPUI.
13. Mail to all seniors who qualify for direct admission to school who have indicated business as their major.
14. All individuals who call/write office requesting information will receive letter and brochure
15. Institute formal procedures with undergraduate education center to provide information to students show have not declared an area of interest.
16. Work with Undergraduate Education Center to identify students unable to get into their school of first choice.
17. Survey local and regional businesses for information regarding continuing education needs the school would be able to fulfill.
18. Attend corporate career day.

B. Increase MBA Program enrollment by:

1. Increased use of technology
2. Attracting best students
3. Additional cohort off and/or on site
4. MBA/MHA joint venture
5. Use of synchronous delivery
6. Implement a targeted ad campaign geared towards increasing numbers of women and minorities.
7. Mark the introduction of the distance learning studies as a milestone by hosting an opening ceremony
8. All individuals who call/write office requesting information will receive letter and brochure
9. All individuals who have sent GMAT test scores that are at or above admission guidelines and who have not yet applied will receive personalized invitation to apply.
10. Attend corporate career day.

C. Increase number of students with reimbursed tuition by improving valued added awareness of employees

D. Enhance promotional efforts by:
   1. Develop video tape
   2. Continue to improve brochures
   3. Increase number of company contacts

**University College**

UEC has three enrollment goals:

1. Recruit well qualified students by:
   a. marketing campaign
   b. area counselor breakfasts
   c. efforts to inform potential students

2. Provide a core unit, a central focus for the recruiting of IUPUI students by:
   a. better service
   b. developing scholarships for underserved populations

3. Work with other schools in strategies to attract and support students by developing scholarships for part-time students.

**Indiana University School of Music**

Recruitment activities engaged jointly by the graduate faculty are as follows:

1. Presentations at national conferences such as the Midwest International Band and Orchestra Conference and Texas Music Educators Association
2. Continue to maintain a database of prospective students who are contacted periodically
3. Approval and implementation of a music minor and advertise with brochures.
4. Formation of IUPUI’s Music Academy
5. Establishing a doctoral program in music technology
Enrollment Goals
Page 4

School of New Media

Enrollment goals are as follows:

1. Begin admitting students to SNM degree and publicize effort to acquire new students to campus and university.
2. Recruit students by:
   a. connect with area high schools soliciting students with interest in new media
   b. develop seminars and workshops for college students to promote SNM
   c. take certificate information to industry
   d. Develop and initiate Saturday school for potential IUPUI students. 8-12 week short course to interest students in new media.

School of Public and Environmental Affairs

SPEA enrollment goals are as follows:

1. Expand recruitment efforts for graduate degrees on a national level.
2. Expand efforts to recruit students for MPA degree on a national level.

Herron School of Art

HERR has one enrollment goal:

Implement a new master’s degree in Media Arts in conjunction with the School of New Media.

IUPU Columbus

Columbus has three enrollment goals:

1. Develop master course program per University College; employ University college coordinator
2. Strengthen IUPU Columbus marketing program to parallel IUPUI and IU efforts.
3. Promote the Merit Scholarship program.
School of Continuing Studies

SCS has two enrollment goals:

1. Increase retention/completion rates in General Studies, Labor Studies, and Independent Study programs by:
   a. improve course content
   b. conduct research on past and present students, alumni, stop-outs
   c. improve student services
   d. improve faculty participation

2. Expand marketing effort by:
   a. having outside vendor staff a “call center” to handle requests and inquires about SCS programs
   b. develop printed materials
   c. implement marketing plans

Law School

The law school has 5 enrollment goals to have successful student recruitment and increased scholarship support:

1. Use of law school video and new recruitment brochure
2. Involvement of students and faculty in recruitment
3. Travel by Dean for admissions
4. Minority Law Day and various other recruitment programs
5. Increase amount of funding available for student scholarships

School of Liberal Arts

LIBA has five enrollment goals:

1. Have more stable enrollments by departments scheduling carefully.
2. Improve quality of students by working with University College and the Council of Liberals Arts and Sciences
3. Improve advising with IUCARE, a new web-page, and a task force on advising
4. Increase number of graduate students by recruiting students
5. Increase quality of graduate students by recruiting better students and not admitting students with poor records.
School of Physical Education

PED has six enrollment goals:

1. Establish a bachelor’s degree in tourism.
2. Establish a master’s degree in Physical Education.
3. Increase scholarship opportunities for undergraduates.
4. Increase student retention by 2% by developing first year integrated course, continuing to strengthen advising, and promoting student activities.
5. Increase student recruitment efforts in all programs by assessing the current practices, revising promotional materials as needed, and increasing personal contacts with prospective students.
6. Develop associate degree in fitness and wellness.

School of Journalism

JOUR has five enrollment goals:

1. Develop a certificate program in Public Relations.
2. Develop a Master’s program.
3. Assume responsibility for offering a telecommunication’s curriculum.
4. Begin offering a broadcast journalism curriculum.
5. Participate in the School of New Media Studies by lending journalism expertise.

School of Dentistry

DENT has two enrollment goals:

1. Promote access to dental education for all qualified students.
2. Monitor through appropriate survey instruments student and alumni satisfaction with all aspects of education, training and support.

School of Education

EDUC has five enrollment goals:

1. Increase student scholarship/assistantship support.
2. Develop and offer teacher education “recruitment course”.
3. Maintain-expand the use of distance education technology in program delivery.
4. Develop and offer undergraduate minor in student leadership.
5. Increase enrollment in year round “Scholars” program to serve gifted and talented students in metropolitan area.
School of Medicine

MED has one enrollment goal:

1. Recruit and enroll qualified students by distributing admissions packets, giving presentations around the state and developing mechanisms for student financial support.

School of Allied Health

AHLT has three enrollment goals:

1. Offer certificate, associate, baccalaureate and graduate degrees to Indiana residents.
2. Add Master of Physical Therapy and Master of Science in Nutrition and Dietetics degrees.
3. Expand enrollment in Health Sciences Education graduate program.

School of Nursing

NURS has three enrollment goals:

1. Increase generic and RN student enrollments to the baccalaureate program.
2. Determine sources of potential students
3. Maintain student retention in nursing programs at or above 90%

School of Science

SCI has six enrollment goals:

1. Promote visibility and recognition of undergraduate programs to constituents
2. Recruit more qualified students
3. Lower DFW rates and increase retention and number of graduates
4. Expand MS program
5. Promote visibility and recognition of graduate programs
6. Provide more fellowship support.
Enrollment Goals
Page 8

School of Library and Information Sciences

SLIS has four enrollment goals:

1. Gain approval for MLS and MIS degrees for IUPUI
2. Offer distance education courses for basic level library/school library media certification and master’s students
3. Maintain measured growth in enrollment and credit hours
4. Develop and offer advanced courses for current students and for the continuing education of practitioners.

School of Social Work

SWK has nine enrollment goals:

1. Maintain present enrollment in BSW and MSW programs
2. Increase number of individuals who complete the Gerontology Certificate program
3. Enhance the visibility of the Gerontology Certificate Program
4. Develop strategy for recruiting highly qualified students into Ph.D. program
5. Explore offering courses via distance education
6. Graduate first Ph.D. student
7. Increase minority students in all programs
8. Implement four year BSW program in Bloomington
9. Implement MSW program in South Bend