Enrollment Management Divisional Assessment (Phase 2)

Sep 2021

Divisional Purpose Statement

To enhance student learning through personal engagement with every student on their path to earn a degree by providing leadership and development opportunities that prepare them to thrive as citizens in a global community.

Strategic Plan Goal	Divisional Priority	Divisional Category	Divisional Outcomes
B2 - Strengthen relationships with Tribes B3 - Broaden community collaboration	Goal 1 - Increase Recruitment of Targeted Populations for Tribal schools and Tribal communities.	Being a Catalyst (Self to Community)	Increase applications of HSU to potential applicants in Tribal communities annually.
A1 - Leverage Unique Strengths Rooted in Place B3 - Broaden community collaboration	Goal 3 – Invest in Humboldt County Goal 1 - Increase Recruitment and Yield of Targeted Statewide California Students	Being a Catalyst (Self to Community)	Increase the percentage of freshmen applicants who enroll at HSU (yield) from California annually.
B3 - Broaden community collaboration F5. Build a Strong Shared Sense of HSU Identity and Community	Goal 1 - Increase Recruitment of Targeted Local Populations Goal 4 - Sustain Student Communication Life Cycle & Segmented Messaging	Being a Catalyst (Self to Community) Being Focused (Self to Others)	Increase the percentage of local and transfer applicants from Humboldt county who choose to enroll at HSU (yield) annually. Sustain & enhance existing communication plan for interested and admitted students addressing relevant needs prior to and upon arrival.
E1 - Prioritize student need	Goal 2 - Demonstrate Commitment to a Culture of Student Completion by Providing Needs for Students	Being Well (Self to Self) Being Well (Self to Self)	Provide accessible resources to support students' basic needs (food/housing access, childcare, etc.) with accessible resources and services beyond the niche they represent.

F3 - Maintain and grow consistent and accessible student services	Goal 5 – Enhance Student Experience		Increase collaboration with local community partners to expand student access to basic needs services for students.
E1 - Prioritize student need F3 - Maintain and grow consistent and accessible student services	Goal 2 - Demonstrate Commitment to a Culture of Student Completion for Transfer students Goal 5 – Enhance Student Experience	Being Well (Self to Self)	Increase scaffolded departmental support for both onboarding and the first year HSU experience, to increase retention rates of transfer students.
E1 - Prioritize student need F5 - Build a Strong Shared Sense of HSU identity and community	Goal 2 - Demonstrate Commitment to a Culture of Student Completion Goal 5 – Enhance Student Experience	Being a Catalyst (Self to Community)	Increase student affinity for HSU by enhancing and sustaining enhanced experiences via student programs and engagement (homecoming, social media, etc.) outside of the classroom.
B1 - Create a safe and supportive community for students F1 - <mark>Sustain</mark> Build a culture of shared responsibility for student success	Goal 2 - Demonstrate Commitment to a Culture of Student Completion Goal 5 – Enhance Student Experience	Being Well (Self to Self)	Improve strategic support for underrepresented students to build a sense of identity and belonging to the HSU campus and community.

F3 - Maintain and grow consistent and accessible student services	Goal 2 - Demonstrate Commitment to a Culture of Student Completion Goal 5 – Enhance Student Experience	Being Well (Self to Self)	Continue to reduce student barriers within campus processes through institutional collaborations across student support services.
E1 - Prioritize student need	Goal 4 - Sustain & Evolve Student Communication Life Cycle Goal 5 – Enhance & Evolve Student Experience	Being Well (Self to Self)	Expand & segment divisional marketing communication so that student support services are visible and accessible to students.
D2 - Sustain Build a Culture of Continuous Improvement	Goal 2 - Demonstrate Commitment to a Culture of Student Completion	Being Focused (Self to Others)	Document a continuous assessment cycle for ongoing improvement of student support services.