

COLUMBUS STATE UNIVERSITY

ACADEMIC AFFAIRS

ACADEMIC YEAR 2001-2002

STRATEGIC PLAN

Enrollment Marketing

PART 1: Mission Statement

Staff in the Office of the Registrar and the Testing Center are committed to objectives that enhance the total development of each student. Department members will develop and implement academic support programs and procedures that maximize services to students, faculty, and staff. Efforts in all areas will be directed toward a diverse and changing student population. Each staff member will be expected to exhibit a positive and caring attitude.

Department personnel will provide services that are student-oriented and are directed toward successful recruitment, advising, and retention. Programs and procedures will be enhanced to address each student population, and will take advantage of recent technology to minimize inconvenience and to maximize benefits. Services will be flexible enough to reduce conflicts with college, work, and personal schedules. Department staff will be accessible, positive, and responsive. Communication will be personal and accurate.

Complementing quality instruction and programs are quality services. Staff members are committed to giving each student personal attention and to displaying caring attitudes. All communication reflects this approach. The department has taken advantage of recent technology to provide students with complete and accurate information. Implementation of the Banner Curriculum, Advising, and planning Program (CAPP) was completed successfully during the previous academic year and is now accessible to students, faculty and staff on the Web.

The Office of the Registrar and the Testing Center are comprised of five full-time professional staff members and six full-time support staff members.

Part 2: Assessments and Plans

**COLUMBUS STATE UNIVERSITY
OFFICE OF THE REGISTRAR
FY 2001 STRATEGIC PLANNING ASSESSMENT**

INSTIT. GOAL	UNIT GOAL	PLANNING INITIATIVE	ASSESSMENT OF RESULTS
1, 6	1	<p>Connecting Students and Services</p> <ol style="list-style-type: none"> 1. Complete the installation of a World Wide Web system for students, faculty, and staff to access admissions, financial aid, records, and registration information. 2. Initiate on-line enrollment procedures that will eliminate barriers to students participating in the USG GLOBE and eCORE courses. 3. Enhance the CSU admissions page on the World Wide Web by developing interactive campus tours, chat rooms, and extensive linking to informational pages and interactive forms. 4. Expand access to CSU program requirements by adding interactive degree progress and "What If" options on the Web. 5. Install the Speede Express system to transmit records electronically 	<ol style="list-style-type: none"> 1. Initial project completed. Informational pages were redesigned to provide easier access. Curriculum, Advising, and Planning Program (CAPP) implemented via the Web and added to advising information. 2. In progress. Interface between GLOBE portal and affiliate institutions still in development. Temporary CSU Web registration site planned for use in Fall 2001. 3. Project completed. Developed new admissions page specifically directed to prospective students with clearly indicated procedures to apply for admission and financial aid, to check admissions status and financial aid status, to view the campus, and to obtain information on the programs available. 4. Future initiative. Current system on the Web is static and is updated at the end of a term for all students, and when a student changes or has an adjustment made to his or her major program of study. 5. Future initiative.

**COLUMBUS STATE UNIVERSITY
OFFICE OF THE REGISTRAR
FY 2001 STRATEGIC PLANNING ASSESSMENT**

INSTIT. GOAL	UNIT GOAL	PLANNING INITIATIVE	ASSESSMENT OF RESULTS
1	2	<p>Improved service for students and faculty</p> <ol style="list-style-type: none"> 1. Implement the Banner Curriculum Advising and Planning Program (CAPP). 2. Develop interactive forms on the Web to request services such as major program changes, official transcripts, and enrollment certification. 3. Implement Web-based workflow (eliminate paperwork) for students seeking transient permission to attend other institutions. 4. Improve testing services by offering computer-based history proficiency exam. 5. Improve testing services by offering computer based testing in evening hours and on Saturdays, and by removing all testing from classrooms on main campus to the new testing center location in the Elizabeth Bradley Turner Center. 6. Purchase and install a document imaging system for storing hard copy documents for electronic retrieval. 7. Implement automatic assignment of advisors based on selected student information. 	<ol style="list-style-type: none"> 1. Project implemented successfully for all undergraduate students enrolled. Compliance reports are now available on the CSU Web site in ISIS under the Advising Menu. However, several defects have been encountered and need to be addressed. Plans for next year include the addition of graduate programs as well as implementing student program adjustments. 2. Still in development stage. Technical resources were directed toward CAPP and defects in ISIS. Forms are available on the Web in PDF format and must be printed and then submitted either by mail or in person. 3. Implementation delayed until next year. Product was not made available by vender until late in the year. 4. Information needed from the Department of History has not been provided due to technical difficulties. Project planned for implementation next year. 5. Project completed successfully. Computer-based testing is available Tuesday evenings and on Saturdays. Regents' Test will be administered at the Elizabeth Bradley Turner Center beginning with the July 2001 administration. 6. Cost for product increased to \$47,000 (discounted by 50 percent) plus expenses for equipment and an annual maintenance fee of 20 percent of full purchase price. Purchase and implementation delayed until FY 2003. 7. Project delayed until next year due to assignment of development team to another project.

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OFFICE OF THE REGISTRAR
FY 2001 STRATEGIC PLANNING ASSESSMENT**

INSTIT. GOAL	UNIT GOAL	PLANNING INITIATIVE	ASSESSMENT OF RESULTS
2	3	<p>Staff development:</p> <ol style="list-style-type: none"> 1. Organize offices and assign staff duties in order to provide services to students, faculty, and staff. 2. Develop programs that promote cohesiveness and improve morale of the staff. 3. Provide an ongoing program to develop professional knowledge and skills. 	<ol style="list-style-type: none"> 1. Project delayed due to mid-year re-organization and assignment of Admissions Office and Financial Aid Office to Division of Enrollment Marketing. 2. All professional staff went to the Annual GACRAO Conference in July. Support staff participated in the mid-year workshop also sponsored by GACRAO. All staff attended a two-day customer service seminar conducted by Noel-Levitz. 3. In addition to GACRAO workshops, selected staff attended one-day seminars sponsored by the Georgia Merit System. Professional staff attended the Georgia Summit Conference in August and two staff attended the International Summit Conference in April. A procedural manual (Power Point) was developed for the entry of course section data.

**COLUMBUS STATE UNIVERSITY
OFFICE OF THE REGISTRAR
FY 2002 LEVEL III PLAN**

INSTIT. GOAL	UNIT GOAL	PLANNING INITIATIVE	COST	PLANNED IMPACT
1, 6	1	<p>Connecting students and services:</p> <ol style="list-style-type: none"> 1. Facilitate the upgrade of the Banner Student and Financial Aid Systems from the 3.X to the 5.X environment. 2. Enhance on-line enrollment procedures that will eliminate barriers for students taking courses via the GLOBE portal. 3. Expand access to CSU program requirements by adding interactive degree progress and "What If" options on the Web. 4. Install the Speede Express system to transmit records electronically. 5. Upgrade registration options for deans and department chairs by adding capability for over-rides via the Web. 	<p>In IT Plan</p> <p>USG Initiative</p> <p>In IT Plan</p> <p>In IT Plan</p> <p>In IT Plan</p>	<p>Improved access to enrollment information and procedures</p> <p>Increased customer satisfaction and improved efficiency</p>

**COLUMBUS STATE UNIVERSITY
OFFICE OF THE REGISTRAR
FY 2002 LEVEL III PLAN**

INSTIT. GOAL	UNIT GOAL	PLANNING INITIATIVE	COST	PLANNED IMPACT
2	3	<p>Staff development:</p> <ol style="list-style-type: none"> 1. Organize offices and assign staff duties in order to provide services to students, faculty, and staff. 2. Develop programs that promote cohesiveness and improve morale of the staff. 3. Provide an ongoing program to develop professional knowledge and skills. 	<p>None</p> <p>\$1,000</p> <p>None</p>	<p>Increase in staff morale and job knowledge. Improved customer service.</p>

Part 2: Assessments

**COLUMBUS STATE UNIVERSITY
OFFICES OF ADMISSIONS AND FINANCIAL AID
FY 2001 STRATEGIC PLANNING ASSESSMENT**

INSTIT. GOAL	UNIT GOAL	PLANNING INITIATIVE	ASSESSMENT OF RESULTS
1, 6	1	<p>Connecting Students and Services</p> <ol style="list-style-type: none"> 1. Complete the installation of a World Wide Web system for students, faculty, and staff to access admissions and financial aid and information. 2. Enhance the CSU home page on the World Wide Web by developing interactive campus tours, chat rooms, and extensive linking to informational pages and interactive forms. 	<ol style="list-style-type: none"> 1. Initial project completed. Informational pages were redesigned to provide easier access. 2. Project completed. Developed new admissions page specifically directed to prospective students with clearly indicated procedures to apply for admission and financial aid, to check admissions status and financial aid status, to view the campus, and to obtain information on the programs available.
1	2	<ol style="list-style-type: none"> 3. Establish a scholarship database in order to track scholarship recipients electronically. <p>Retention Efforts:</p> <ol style="list-style-type: none"> 1. Facilitate change in academic policies and procedures that adversely affect academic progress and achievement. 2. Provide support to staff in University College. 	<ol style="list-style-type: none"> 3. In progress 1. Computer programs were developed for academic departments to support retention efforts. Developed Web reports for departments to use in contacting at-risk students. Facilitated change in academic policies to insure that academic standing requirements are the same for native CSU students as they are for transfer students. 2. Conducted workshops for both faculty and staff for navigating the student information system on the Web in order to facilitate advising. Developed reports to assist staff in managing and interpreting student information.

**COLUMBUS STATE UNIVERSITY
OFFICES OF ADMISSIONS AND FINANCIAL AID
FY 2001 STRATEGIC PLANNING ASSESSMENT**

INSTIT. GOAL	UNIT GOAL	PLANNING INITIATIVE	ASSESSMENT OF RESULTS
1, 4, 9	3	<p>Recruitment and Early Intervention Strategies:</p> <ol style="list-style-type: none"> 1. Enhance recruitment plan through purchase and participation in the Enrollment Planning Service of the College Board. 2. Improve communication with prospective students via the CSU home page on the World Wide Web by developing interactive campus tours and chat rooms. 3. Developing and implementing a more aggressive direct-mail campaign to include up-to-date academic program flyers. 4. Expand the number of visitation days with activities presented specifically directed to the audience attending. Different audiences targeted will include high school seniors, juniors, and non-traditional students. 5. Expand non-traditional student recruitment efforts by targeting area businesses for undergraduate enrollment and area schools for graduate enrollment. 6. Expand minority student recruitment by targeting high schools with minority enrollment. 7. Revitalize participation in the HSJE/PSO program by attempting to offer courses on site at local high schools. 8. Expand financial aid outreach efforts in the secondary school market. 	<ol style="list-style-type: none"> 1. Product purchased. Program to be implemented Fall 2001. 2. In progress. New admissions page developed for prospective students. Interactive campus tours and chat rooms planned for next year. 3. Marketing assistant hired. Markets segmented and targeted with specific messages. Academic program flyers to be developed in 2001-2002 using template designed by Stein Publications, the company contracted to develop the CSU view book and other recruitment publications. 4. Added another visitation day for traditional students increasing the total number held to four. 5. In progress. Efforts have been expanded to include staff in the CSU Adult Learning Resource Center. 6. Minority recruiter attended programs targeting minority students. Visited high schools with high percentage of minority students. 7. Held junior visitation day. Worked with faculty in the College of Education to implement the Teacher Cadet Program. Courses not yet offered in high schools. 8. Financial aid counselor assigned outreach duties and held programs and workshops in local area.

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INSTIT. GOAL	UNIT GOAL	PLANNING INITIATIVE	ASSESSMENT OF RESULTS
1	4	<p>9. Change senior admissions counselor position to assistant director of admissions.</p> <p>Improved service for students and faculty</p> <p>1. Investigate the transition from the Federal Direct Student Loan Program (FDSLP) to the Federal Family Education Loan Program (FFELP).</p>	<p>9. Recently approved.</p> <p>1. Three different agencies invited to campus to present the advantages of moving back to FFELP. Final decision was made to remain with the FDSLP.</p>
3	5	<p>Staff development:</p> <p>1. Organize offices and assign staff duties in order to provide services to students, faculty, and staff.</p> <p>2. Develop programs that promote cohesiveness and improve morale of the staff.</p> <p>3. Provide an ongoing program to develop professional knowledge and skills.</p>	<p>4. In progress. Mid-year re-organization resulted in the assignment of Admissions Office and Financial Aid Office to Division of Enrollment Marketing.</p> <p>5. All professional staff went to the Annual GACRAO Conference in July. Support staff participated in the mid-year workshop also sponsored by GACRAO. All staff attended a two-day customer service seminar conducted by Noel-Levitz.</p> <p>6. In addition to GACRAO workshops and RACRA meetings, selected staff attended one-day seminars sponsored by the Georgia Merit System.</p>