ENROLLMENT MANAGEMENT

Five-Year Component Plan
The Enrollment Management Component Plan outlines the objectives and strategies to be utilized by the university. The Enrollment Management Component Plan should be considered a refresh of the Strategic Enrollment Management Plan (SEMP), which was developed for fiscal years 2020 through 2025.
COMPONENT GOAL: ACCESS

Increase student access to transformative educational experiences that are affordable, versatile, and relevant.

Enrollment Management (in collaboration with Marketing and Communications)

Component Goal 1: Implement strategic digital marketing and communication initiatives to support student recruitment efforts.

OBJECTIVE 1: Collaborate with Marketing & Communications to obtain regular updates on the university brand reputation.

  » Strategy 1: Marketing & Communications and Admissions collaborate to strengthen the recruiting efforts/pipeline (i.e., enhance enrollment webpage, create targeted marketing campaigns).

OBJECTIVE 2: Support strategic efforts to recruit diverse, underrepresented, and post-modern students to UA Little Rock.

  » Strategy 1: Marketing & Communications and Admissions collaborate to enhance advertising with direct messaging to diverse audiences.

Component Goal 2: Increase enrollment of undergraduate and graduate students by developing targeted recruitment plans and re-envisioning onboarding processes.

OBJECTIVE 1: Enhance recruitment plans for undergraduate, transfer, stop-out, and graduate students.

  » Strategy 1: Develop targeted recruitment plans for selected freshmen populations.
  » Strategy 2: Implement application days at high schools and community colleges to admit and scholarship students and waive application fees.
  » Strategy 3: Collaborate with 2-year schools, especially in Arkansas, to create pathways for potential students to participate in UA Little Rock on-campus experiences.
  » Strategy 4: Expand partnerships, creating a streamlined pipeline to recruit non-traditional and graduate students.
  » Strategy 5: Develop a data-informed understanding of stop-outs and partner with retention to help re-engage students who have stopped between one and three years.
  » Strategy 6: Improve and send consistent communications regarding missing credentials, including mailers, text messages, and emails.

OBJECTIVE 2: Re-envision the onboarding processes.

  » Strategy 1: Re-assess and implement changes within Admissions & Recruitment to assist prospective students with the enrollment process from application to enrollment stage.
  » Strategy 2: Analyze and enhance the customer service functions of enrollment management to increase effectiveness and efficiency, including assisting new students with the onboarding process.
  » Strategy 3: Leverage existing IT resources to create a user-friendly interface that improves the accessibility to and understanding of existing transfer course equivalencies.
  » Strategy 4: Improve onboarding and transition activities (e.g., orientation, Welcome Week, advising, and First Year Colloquium courses, review of Personal Awareness First Year Experience course, use of College Scheduler, use of math index).
INSTITUTIONAL GOAL: ATTAINMENT

Strengthen educational attainment through academic programs leading to social and economic mobility and the achievement of students’ aspirational goals.

Enrollment Management

Enrollment Management Component Goal 1: Support success for the diverse range of undergraduate students at UA Little Rock.

OBJECTIVE 1: Increase the retention rate of first-time freshmen and undergraduate transfers by one percentage point per year, reaching a one-year retention rate of 77% and 71%, respectively.
  » Strategy 1: Re-institute a survey of all incoming freshmen to target support services better.
  » Strategy 2: Continue review of the Personal Awareness First-Year Experience course.
  » Strategy 3: Continue to implement and expand the use of College Scheduler to monitor risk indicators and deploy appropriate interventions.
  » Strategy 4: Institute a university committee to organize many student peer mentoring programs to ensure baseline objectives are met across the university.

OBJECTIVE 2: Decrease the persistence gap between online and face-to-face students by three percentage points over the next five years.
  » Strategy 1: Improve professional development opportunities for faculty using online teaching strategies known to improve retention.
  » Strategy 2: Concentrate attention on the requisites for success in online classes during advising.
  » Strategy 3: Increase the use of data to understand better the factors influencing persistence and grades in online courses and implement policies and interventions.

OBJECTIVE 3: Decrease the student success gap between students of different ethnicities.
  » Strategy 1: Assess opportunities to expand underrepresented student initiatives.
  » Strategy 2: Ensure programs that target larger populations are designed in a way that welcomes and supports diverse student populations.
  » Strategy 3: Improve recruiting and retaining diverse faculty and staff and offer professional development in inclusive teaching and programming.

OBJECTIVE 4: Increase the six-year graduation rate by two percentage points per year for a total improvement of ten percentage points.
  » Strategy 1: Implement awards and other means of recognizing academic departments’ efforts to increase retention and graduation rates.
  » Strategy 2: Provide retention and graduation analytics and embed student success data into departmental reports.
  » Strategy 3: Support redesigning the curriculum where necessary to improve scaffolding and integrate it with career pathways.
  » Strategy 4: Implement a university-wide academic recovery program for students under academic probation.
Enrollment Management Committee

Cody Decker – Vice Chancellor of Student Affairs

Jonathan Coleman – Interim Assistant Vice Chancellor for Enrollment Management & Director of Financial Aid & Scholarships

Shannon Collier-Tennison – Associate Vice Chancellor for Academic Affairs for Faculty Relations and Administration

David Montague – Associate Vice Chancellor for Academic Affairs and Student Success

Carrie Phillips – Chief Communications and Marketing Officer

Subcommittee Members

Erin Flowers – DCSTEM Director of Student Services

Heather Reed – Director of Academic Affairs and Retention Initiatives

Tusty ten Bensel – CBHHS Associate Dean

Ann Bain – Executive Vice Chancellor and Provost

Brook Magallanes – Interim Director of Admissions

Dechantria Wallace – CBHHS Student Development Specialist

Karen Kuralt – Graduate School Associate Dean

Leah Ford – Director of Trojan Transition & Assistance Center

Sarah Haughenbury – CHASSE Director of Student Services

Sharonda Lipscomb – Director of Online Learning

Chicketta Jackson – CBHHS Director of Student Services

Tyler Harrison – Associate Director Academic Affairs Retention Initiatives

Johanna Lewis – CHASSE Associate Dean

Sarah Beth Estes – CHASSE Dean