Graduation Rate Initiative/ Enrollment Management
Bi-Monthly Report
September and October 2011

Date: October 25, 2011
Campus: Humboldt State University
Team Leader: Robert A. Snyder, Provost

1. What did your team commit to completing during September and October, 2011
(What did you promise)?

The Enrollment Management Plan will be completed in draft form and released to
various stakeholders for feedback.

Progress will continue on establishing a portal to improve communication with
students (and faculty and staff).

Monitor the progress of the new First Year Experience courses.

Analyze retention data from the Office of Institutional Research and adjust retention
efforts based on that analysis.

2. What did you do and how will it help?

The Enrollment Management Plan continues to be developed. This five year plan
will identify and hold accountable individuals and groups for progress and tracking
in each of the following areas: RETENTION & GRADUATION, RECRUITMENT,
MARKETING, FINANCIAL AID/ SCHOLARSHIP, PROGRAM PLANNING,
INTERNATIONAL STUDENTS. Within those broad categories are more focused
plans for the various areas. There have been work group reports and
recommendation from the sub-groups on Retention and Graduation, Recruitment,
Program Planning and Financial Aid/Scholarships. They have all received feedback
and are revising their reports.

The First Year Experience Course had a mid-semester faculty meeting to assess the
course and look at alternatives and tweaks for next year. This is an ongoing process.
It is possible that a revised version of this year’s 1 unit non-mandatory pilot FYE
course will be offered in fall 2012 while a concurrent process develops a 3 unit Area E
course that will be required for all freshmen for fall 2013.
A roll out of the new portal was given to various campus stake holders showing the process by which research was done, demonstration of what might be in our initial version of the student portal and a timeline, with specific responsible parties for each phase, for a June 2012 implementation.

Presentations and discussions were given of reports on Diversity and Retention Leading Indicators to the Enrollment Management Group, Executive Committee of the University and Department Chairs. Revision of current practices for retention is integrated with the process of developing the five year enrollment management plan.

The College of Professional Studies developed a way to track individual student progress for advisors that is more efficient and better able to identify trends than our current DARS reports. This was shared with the Enrollment Management group and Department Chairs.

3. What will you accomplish in November and December?

The reports and revisions in the Enrollment Management plan will be completed and the document will be presented to the larger university community for comment.

Continue to develop and test the individual student tracking reports.

Continue development of the student portal.

Begin the process of designing a new first year experience course.

Monitor pedagogic initiatives in selected gateway classes.