Enrollment Management Task Force

Charge: Develop a three-year university-wide Comprehensive Enrollment Management Plan that directs and coordinates activities across divisions and departments. The plan will address both recruitment and retention, including a recommended strategy for balancing enrollments of freshmen and transfer students across specific majors. Major-specific enrollment targets must be planned to achieve a fiscally viable mix of enrollment targets for programs in alignment with HSU’s Vision. The plan will show how the university will decrease enrollment next year and must position the university to increase enrollment when that becomes feasible. The recruiting and retention plans must include strategies for attracting and retaining a diverse student population.

The plan must focus the university’s efforts on a manageable set of actions in the form of specific action plans with benchmarks and assessment measures. The plan should include cost estimates for implementation whenever available. The plan should also include a recommendation for a group whose on-going responsibility will be overseeing enrollment management efforts for the campus.

The task force will develop a strategy that allows broad campus involvement in developing and reviewing the plan.

Task Force Membership: AVP Enrollment Management, One college dean, appointed by the Provost, Director of OIR or a designee, two faculty members selected by the Academic Senate Executive Committee, a staff member selected by Staff Council and a student appointed by the Associated Students. The Provost, in consultation with the President and Academic Senate Chair, may appoint additional members to the Task Force and working groups if those groups lack expertise in critical areas. The Task Force will coordinate the objectives for and receive recommendations from the Recruitment Work Group and the Retention Work Group. Ken Ayoob will chair the Task Force and it will have the following members:

- John Capaccio
- Ken Ayoob (Chair)
- Rick Vrem
- Beth Eschenbach
- Sarah Whorf
- Clint Rebik
- Zachary Beshore

Recruitment Work Group Membership: Director for Admissions, Director for Student Academic Services Outreach Program, Associate Dean from one of the three colleges, two faculty selected by the Academic Senate Executive Committee, and a student selected by Associated Students. Scott Haag will chair this working group and it will have the following members:
• Scott Haag (Chair)
• Adrienne Colegrove-Raymond
• Jody Sekas
• Saeed Mortazavi
• Chris Hopper
• Student (TBA)

Retention Work Group Membership: Vice Provost, Dean of Students, Director of Housing & Residential Life, Associate Director of Diversity and Inclusion, one faculty member from the Educational Effectiveness Review Steering Committee, one faculty member from the Making Excellence Inclusive (WASC Theme Two) group and a student selected by Associated Students.

• Jená Burges (Chair)
• Randi Darnall Burke
• Patty O'Rourke-Andrews
• Radha Webley
• Justus Ortega
• Sondra Schwetman
• Student (TBA)

Timeline:

October 5, 2009  Task Force and charge finalized.
October 30, 2009  Draft retention plan ready for campus review.
December 11, 2009  Draft recruitment and enrollment management plans ready for campus review.