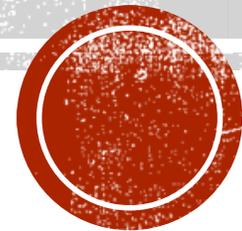


BUILDING A STRATEGIC ENROLLMENT PLAN

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TOPICS FOR TODAY...

- the process of developing a departmental strategic enrollment plan
- developing objectives and action items
- measuring outcomes
- including faculty and P-12 partners
- examples of objectives, action items, and initiatives related to our Plan



CAEP 3.1

“The provider presents plans and goals to recruit and support completion of high-quality candidates from a broad range of backgrounds and diverse populations to accomplish their mission. The admitted pool of candidates reflects the diversity of America’s P-12 students. The provider demonstrates efforts to know and address community, state, national, regional, or local needs for hard-to-staff schools and shortage fields, currently, STEM, English-language learning, and students with disabilities.”



FOLLOW-UP INFORMATION FROM CAEP

“Recruitment for academic ability and diversity (component 3.1)—The education workforce should be **more academically able and it should have **the same diversity as P-12 student enrollment**. To achieve both of these purposes, providers need to **deliberately** recruit candidates. Practices for admitting candidates should be aligned with the EPP’s mission and with employment opportunities available for their completers (based on past EPP experience and expected employment trends). **Providers should have a recruitment plan specific to employment trends, diversity, hard-to-staff schools, and high need content areas. This requires EPPs to move beyond institutionally-based recruitment actions (i.e., open houses, drop-in days, etc.) to a more deliberate and focused outreach strategy.**”**



STRATEGIC PLANNING BASICS

- Process designed to help organizations determine the most effective way to reach their objectives
- Requires a solid knowledge of the environment in which the organization exists (SWOT analysis)
- Assumes that resources are limited and objectives must be prioritized
- Best results occur if people involved in planning represent a wide variety of stakeholders
- Plans are always subject to change (living document)



STRATEGIC PLAN HEADINGS

- Objectives
- Action Items (specific initiatives designed to meet the objectives)
- Timeline (when the action items should take place)
- Person/People Responsible
- Results (first attempt establishes baseline)



OUR PROCESS

- Began the conversation in the fall of 2013 in preparation for our fall 2015 CAEP visit
- Reorganized our committees to the new CAEP standards (Strategic Enrollment Committee)
- Committee has 19 members. Teacher Education faculty, P-12 partners, and faculty from other departments are on the Committee.
- Committee meets at least two times per semester.



FIRST STEPS—KNOWING OUR ENVIRONMENT

- Determine the student demographics in our P-12 partner schools (DESE School/District Report Cards; compare that with demographics of our Candidates)
- Determine the high-need/hard-to-staff content areas/schools (Internal administrator survey; SPED, TESOL, STEM areas were highest need)
- Identifying potential Candidates from our campus community (Worked with IT to develop a report that identifies undeclared majors who meet program entry requirements)



OBJECTIVE: RECRUIT HIGH QUALITY CANDIDATES FROM THE CAMPUS COMMUNITY.

Action Items

- Reach out to undeclared first-time freshmen to encourage them to consider Teacher Education as a major.
- Participate in the major fair offered in conjunction with Career Development Day and follow up with students who show interest.
- Present an information session about Teacher Education as a career to the Career and Life Planning classes.
- Request a report from IT that shows current students who meet the ACT/GPA requirements and actively recruit.



OBJECTIVE: RECRUIT HIGH QUALITY CANDIDATES FROM THE HIGH SCHOOLS AND COMMUNITY COLLEGES.

Action Items

- Organize and sponsor a 'Discovery Day' program for high school and community college students.
- Identify, organize, and offer intentional programming for students in local Teacher Cadet and A+ programs.
- Identify dual credit opportunities with local high schools



OBJECTIVE: RECRUIT HIGH QUALITY CANDIDATES FROM A BROAD RANGE OF BACKGROUNDS AND DIVERSE POPULATIONS

Action Items

- Work with University Relations and Marketing and the Foreign Language department to create marketing materials in Spanish and other appropriate languages.
- Earmark scholarship dollars for students from diverse populations.



OBJECTIVE: RECRUIT HIGH QUALITY CANDIDATES WITH THE INTENT OF ADDRESSING COMMUNITY, STATE, NATIONAL, REGIONAL, OR LOCAL SHORTAGE AREAS INCLUDING (BUT NOT LIMITED TO) STEM, ELL, AND STUDENTS WITH DISABILITIES.

Action Items

- Assess shortage areas.
- Highlight shortage areas in all presentations made to potential candidates.
- Offer intentional programming designed to educate stakeholders about career opportunities in STEM fields and Special Education.



GENERAL TIPS

- Include stakeholders that can inform your Plan and will be invested in the implementation.
- Place someone in charge of documenting progress.
- Review your environment regularly and make adjustments as necessary.

