




Vision 20/20 UPDATE

Recruitment, Retention, Degree Completion, Marketing/Branding and the Student Experience

Overall Status







Goal:

Improve implementation of student surveys to enhance timely data collection, distribution of survey results and utilization of results.

Strategy:

Utilize survey results to support data-informed decision making and continuous quality improvement and help individuals and teams assess the efficiency and effectiveness of current processes. Encourage use of survey results in academic planning, classroom instruction, student life experiences and marketing.

Recent Key Accomplishments

In late fall 2015, the University held student focus groups to acquire attitudes and behavior regarding the brand and website. This information was used to develop the Academic Year 2016-2017 Integrated Marketing Communications (IMC) Plan as well as redesign the University's responsive website. The website was launched in May 2016. Results were shared with Enrollment Management and Student Affairs as well as Academic Affairs.

Upcoming Events

Collaboration between marketing, academics and student affairs is needed to review past practices and communicate potential improvements in order to obtain the information each department desires.













Emerging Issues

External expertise maybe needed in developing and delivering formal non-matriculating and matriculating student surveys.

Solutions

Future discussion across University departments regarding internal expertise and existing tools may provide actionable solutions to advance the University's research capabilities.

Upcoming Deliverable/Milestones

Item	Due Date	Status	Progress	Comments
Student focus groups	12/15/2015	<input checked="" type="radio"/>  <input type="radio"/>  <input checked="" type="radio"/> 	<input type="text" value="100"/> %	Results were shared across University departments.
Collaboration and investigation of future survey practices	01/31/2017	<input checked="" type="radio"/>  <input type="radio"/>  <input type="radio"/> 	<input type="text" value="0"/> %	A collaborative meeting will be scheduled following the hire of a Vice President for Enrollment Management and Student Affairs
		<input checked="" type="radio"/>  <input type="radio"/>  <input type="radio"/> 	<input type="text" value=""/> %	
		<input checked="" type="radio"/>  <input type="radio"/>  <input type="radio"/> 	<input type="text" value=""/> %	