

GENERAL FACULTY REPORT
Enrollment Management & Strategic Academic Initiatives
Spring 2017

The division of Enrollment Management and Strategic Academic Initiatives is responsible for the oversight of the offices of Academic Advisement and New Student Orientation, Financial Aid Services, International Student Services, Registrar, Testing and Evaluation, SEEK, Housing Services, and Undergraduate Admissions which all play integral roles in managing the enrollment and programming for the College's undergraduate and graduate student populations.

Enrollment

Winter session enrollment was 1807, up from 1689 in January 2016. Spring Enrollment stands at 18,109, reflecting an increase of nearly 100 students compared to the Spring 2016 term. We welcomed 88 new freshmen and 1,528 new transfers, for a total of 15,117 undergraduates. In addition, we have a total of 2,992 graduate students this semester. Our overall enrollment target for Fall 17 will remain just over 18,000, subject to refinement as we approach the new academic year. Summer and Fall registration is slated to begin on March 27.

As part of our efforts to support the College goal of moving the six-year graduation rate to 75% and reducing students' average time to degree, we have launched a communications effort that targets full-time undergraduates who pursue or complete fewer than 15 credits per regular semester. Students who register for lighter loads or who withdraw from one or more classes during the term will be encouraged to register for summer study whenever possible, to stay on track to complete their degree in a timely fashion. This message will become even more important moving forward if the Governor's Excelsior Scholarship proposal is adopted in its current form, which requires 15 credits per term for eligibility.

TimesheetX

Spring 2017 marked the launch of an electronic timesheet processing software for students employed within the Federal Work Study program. "TimesheetX" replaces the antiquated process of submitting hard copy timesheets to the Office of Financial Aid Services. Supervisors received training in January and are now able to enter their Federal Work-Study students' worked hours online. This system has already proven to be extremely efficient, reliable and favorably affects nearly 300 students and their supervisors.

Cross-Departmental Partnerships

In a continued effort to work with all offices and units across the College to facilitate integrated decision-making, departments within the division have developed and deepened partnerships with both administrative and academic departments. SEEK has collaborated with the Writing Center to offer SEEK students additional one-on-one time for writing support. Additionally, SEEK is working in partnership with the Zicklin Undergraduate Case Club facilitated by Professor Alan Rosenbloom. An overhaul of EMSAI websites has begun in conjunction with the Office of

Communications, Marketing & Public Affairs. A new and improved website for SEEK launched this semester with Academic Advisement's unveiling scheduled for the coming weeks.

Housing

Out of 344 beds, 335 have been filled. This number includes 54 students residing in the hall that are Out-of-State students and 26 international students. Our Out-of-State student population represents 20 states. Our 26 international students represent 21 countries in the residence hall.

Grade Submission

Meeting the deadline for grade submission is crucial for both administrative operations and student retention and success. This is especially vital in the spring semester as the grades are used to confer spring degrees, allow students to enroll in courses that require prerequisites for the summer and fall, and used for tuition reimbursement from some student employers. Lastly, students on probation cannot enroll in courses until all of their grades are reviewed. **Spring 2017 grades are due June 5, 2017.**

Communication Initiatives

In an effort to streamline our communications with prospective and newly admitted students, the division has undergone an overhaul of our various methods of outreach. A comprehensive communications plan has been implemented to allow correspondence from Undergraduate Admissions, Testing, Financial Aid and Orientation to be streamlined in message and tone and to be scheduled to allow for greatest student impact. Communications are also being reviewed to determine mobile device responsiveness. We will also be looking at how to partner with Student Affairs to create one voice and feel for the campus. Utilizing Hobsons CRM, we are now able to both track and analyze receive rates to further quantify our outreach efforts.