

Faculty Senate  
March 10, 2010  
Liaison Report – Sandy River  
Strategic Enrollment Planning Council

TTU engaged the consulting firm Noel-Levitz in fall, 2008. During that semester, the firm began to examine what Tech was doing to recruit new students. One of their early recommendations was that the TTU web site be redesigned with prospective students in mind.

In spring of last year, the Strategic Planning Enrollment Council was formed. Provost Smith and Sr. VP for Student Affairs Shonrock co-chair the council. The Council's is charged with "development of an enrollment plan that will guide Texas Tech University through the achievement of the overall goal of an enrollment of 40,000 students by 2020." The Council will recommend strategies to the two co-chairs. I attended the first meeting as Senate President. When President Meek was unable to attend the summer meetings, we agreed that I would continue to represent the Senate.

The Council has met sporadically for updates on the research being conducted. Additionally, Key Performance Indicators were identified early on. The top level KPIs relate to: overall enrollment, diversity enrollment, new student academic profile, student retention and graduation, and fiscal health.

Over the last year, Noel-Levitz and TTU staff have been collecting data on the pool of potential students, characteristics of enrolled students and those that get away, and satisfaction of current students, among other topics. These reports are being shared among Council members and the established sub-committees. Noel-Levitz has also shared sample strategies from other of their clients.

The Council's four sub-committees are Academic Programs, Research, Undergraduate, and Graduate. It is expected that the Undergraduate Subcommittee will have a draft of strategies ready by September that can be taken to the Regents in October. The Graduate Subcommittee just began meeting in January and will spend this entire year developing its strategies.

A number of recent initiatives relate to the work of the Council.

- An online cost-calculator for prospective students
- Incentive funding for spring/summer transfers and new grad students
- Beginning in May, the call center for SBS /Financial Aid will no longer be outsourced
- Redesign of TTU website will respond in part to Noel-Levitz recommendations
- Using Google Analytics to monitor response to monthly recruitment campaigns
- RaiderSpace – social networking for admitted but not enrolled students