

2024-27 Strategic Plan Year One Summary

Goal Theme 3:

Strategic Enrollment

Design and implement an enrollment plan for sustainability.

Outcome(s):

Advance strategic enrollment within the university, resulting in an overall positive ROI over the next three years.

Strategy 3.1:

Deploy a new University-wide Enrollment Council to facilitate integrated decision-making.

Summary of the Strategy(ies):

- Engage enrollment council members to provide insights into annual targets and justification for how these targets align with market trends and academic capacities.
- Articulate clear strategies to achieve their unit's respective targets. This plan should include actionable steps and expected outcomes at each stage.
- Implement quarterly reviews and updates on enrollment progress to ensure accountability and adapt strategies as necessary.

Summary of Outcomes on Strategy Benchmarks since the start of planning:

The Enrollment Council is still developing. The Council continues to meet and has provided multiple presentations on their progress. For the last part of 2024 and through 2025 the Council has met on a regular basis and conducted an analysis of the enrollment departments to identify gaps and opportunities for collaboration. An enrollment operations survey was developed and distributed by the Council to members of the Senior Leadership Team. This information may be used in future planning.

A scope meeting with help with President Mason in June 2025 and further clarification of the Council's role and how it can be most effective to leadership was discussed. Planning for 2025-2026 began after that meeting.

Identify (if applicable) strategies/actions no longer appropriate for continued investment:

Additional strategy to use the Council's feedback to create a traditional Enrollment Plan for FHSU.

Strategy 3.2:

Implement an ongoing process for innovative academic programming opportunities for the university (formerly strategic enrollment planning - SEP).

Summary of the Strategy(ies):

Three new faculty lines were funded to address needs in programs that have been relying heavily on adjunct faculty. Those positions were added to Psychology, Social Work, and Advanced Education Programs.

One new faculty line was added to Teacher Education to address the statewide Blueprint for Literacy program needs.

Summary of Outcomes on Strategy Benchmarks since the start of planning:

N/A

Identify (if applicable) strategies/actions no longer appropriate for continued investment:

N/A