Enrollment/Recruitment Plan

Plymouth State University (PSU) has developed recruitment strategies and tactics to attract students regionally, nationally, and globally and is on the cutting edge of change in higher education. In July 2015. President Birx began by leading PSU through the adoption of a new strategic vision that incorporates moving away from a traditional silo-style academic program learning model that has historically defined PSU as a regional comprehensive university. Since President Birx’s arrival, Plymouth State made a dramatic shift, moving towards an active integrated, interdisciplinary, cluster-based learning model that will give students the combination of education and engaged scholarship necessary to compete successfully in an increasingly complex and interdisciplinary world.

PSU’s institutional vision is to achieve: (1) movement to a flatter, integrated, Cluster-based organizational structure and implementation of the Four Tools (*First Year Seminar, Themed Gen Ed, Open Labs, and Integrated Capstone Experience*); (2) increased retention and persistence; (3) sustainability/Thriving financially, academically, and reputationally; (4) stability in recruitment and enrollment; and (5) equipping our students to lead and thrive in the twenty-first century global economy. In the years to come, the demographics of the college-going population will change dramatically throughout New Hampshire and neighboring New England states. However, PSU is working to graduate students ready to participate in the workforce, who understand the nuances of working with a variety of people, and will make a positive difference in the state’s economy and, ultimately, demographics.

The Division of Enrollment Management is committed to supporting PSU’s shared vision thought the development, implementation, and execution of the initiatives outlined below:

**Strategy 1**: Incorporate Integrated Clusters ethos into new student recruitment strategy.

Tactic - Pilot and build out a Cluster-based prospective student visit experience to mirror the spirit of PSU’s First Year Seminar where prospective students solve a wicked problem throughout the recruitment visit experience.

Tactic – Initiate study on identifying high schools across that nation that offer a Project Based Learning (PBL) model to inform identifying tertiary markets for recruitment (*Note: PBL aligns with PSU’s Integrated Cluster learning model*).

**Strategy 2**: Reinvent targeted NH regional recruitment efforts that respond to declining demographic trends

Tactic – Maximize central New Hampshire (back-yard) high school relationships and offer an Accelerated High School program experience at a reduced cost for high school students.

Tactic – Reinforce in-state recruitment with additional boots-on-the-ground engagement from current students, faculty, staff and alumni.

**Strategy 3**: Align the Transfer Student and International Student recruitment strategies to align with PSU’s retention efforts.

Tactic – Develop and launch a Block Transfer initiative with CCSNH institutions to successfully support a transfer student’s ability to persist and graduate in a two year time frame.

Tactic – Establish dual degree partnerships abroad with Universities seeking to send students to the U.S. for an abroad experience where participating international students will transfer to PSU to complete a 2+2 and graduate in a two year time frame.

**Strategy 4**: Implement Summer Outreach & Programmatic initiatives designed to help both incoming and returning students who are at-risk for withdrawing prior to the beginning of 1st semester, 2nd semester, and 2nd year.

Tactic – Perform data-informed outreach initiatives to new incoming students.

Tactic - Launch an Academic Support Recovery nine-week programmatic effort for returning students on academic warning and probation.

Tactic – Scale up the 2017 Summer Bridge Program to provide an academic and social pre-enrollment experience.

**Strategy 5**:  Advance the Student Success Coach model to support students in today's changing environment.

Tactic - Incorporate Student Success Holistic Care Advising model to ensure the holistic themes (academic success, financial literacy, and career development) are embedded into a Success Coaches strategic delivery of student advising.

Tactic - Develop and execute an EAB Student Success Collaborative (SSC) system faculty/staff engagement plan led by the SSC subject-matter-expert.

Tactic – Define, develop, and implement a co-listed faculty/Success Coach Advisor initiative that strategically positions Success Coach Advisors to deliver focused advising to students who need a higher intensive advising experience.

Tactic – Strategically develop and implement a new student (academic and social) early intervention plan to be monitored during the first three weeks of the start to a semester.

**Strategy 6:** Further develop an action plan to stabilize Graduate Enrollments

Tactic – Hire an Associate Director of Enrollment Management to provide a concentrated strategic focus on Graduate recruitment and enrollment.

Tactic – Use performed program demand research and University Reinvention Initiative (URI) proposals to identify potential opportunities for new programs, existing program fusions, and future delivery offerings (*online, 3+2, 4+1, etc*.).