

# Office of Academic & Student Services

FY11 Annual Presentation  
March 8, 2011

# Academic & Student Services

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- ▶ Recruit high achieving, motivated, and diverse learners
- ▶ Retain students by supporting learning inside and outside of the classroom
- ▶ Provide information to support effective institutional decision making

## **Format**

- ▶ FY11 Accomplishments & Productivity
- ▶ FY12 Priorities
- ▶ FY12 Budget Enhancements



# Academic & Student Services

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- ▶ In response to the delay in state funding, the Office of Academic & Student Services
  - ▶ Eliminated 1 FT position & 1 GA
  - ▶ Suspended computer replacement program
  - ▶ Suspended professional development travel
  - ▶ Limited travel to recruitment and essential trips to Macomb



# FY11 Accomplishment and Priorities

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- ▶ Review and adapt best admissions and marketing practices at peer and benchmark institutions
  - ▶ Continue to engage innovative agreements with the community colleges that foster student recruitment and retention
  - ▶ Establishing new undergraduate and graduate programs, and working with staff on the Quad Cities Campus regarding feasibility and needs studies; logistical arrangements; and recruitment, retention and advisement issues
  - ▶ Receiving President's Cabinet approval, publishing and implementing policies and procedures related to the new Quad Cities Student Handbook
  - ▶ Exploring and implementing administrative opportunities for increased public service and community engagement
  - ▶ Supporting economic and economic development activities associated with the development around Riverfront Campus and within the City of Moline
  - ▶ Developing and annually monitoring/refining enrollment goals for all undergraduate and graduate programs delivered on the Quad Cities Campus
  - ▶ Implementing dual enrollment agreements and evaluating program effectiveness
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# Staff Changes

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- ▶ - Dana Ros, Admissions Counselor
- ▶ - Kassie Daly, Admissions Counselor
- ▶ - Carmen Sandoval, Student Activities (3/4)
- ▶ - Seth Knappen, Customer Service Representative II



# Staff Accomplishments

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- ▶ In December 2010, Dr. Sonia Sharma passed the Examination for Professional Practice of Psychology (EPPP). This allows her to be an independent licensed psychologist.



# FY11 Accomplishment and Priorities

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- ▶ Review and adapt best admissions and marketing practices at peer and benchmark institutions [ongoing]
  - ▶ OASS Staff contacted 6 Peer Institutions and 5 Branch Campuses
    - ▶ Staffing, recruitment activities, marketing activities, and budget
  - ▶ Emphasized collaboration with local community colleges with specific references to academic advising
  - ▶ Larger campuses said ‘we used to be your size until we added freshmen’
  - ▶ A large portion of campus admissions budgets went to associated costs for direct mailings to target students.
  - ▶ Notable shift away from high-cost print media.
  - ▶ Emphasized a message of ‘campus awareness’ rather than ‘register now’ strategies.



# FY11 Accomplishment and Priorities

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- ▶ Continue to engage innovative agreements with the community colleges that foster student recruitment and retention [ongoing]
  - ▶ Effective December 2010 advisors began meeting with students at Black Hawk College and Scott Community College
  - ▶ Advisors rotate so an advisor is at the community college every week
  - ▶ Continue to partner with community college recruitment staff



# FY11 Accomplishment and Priorities

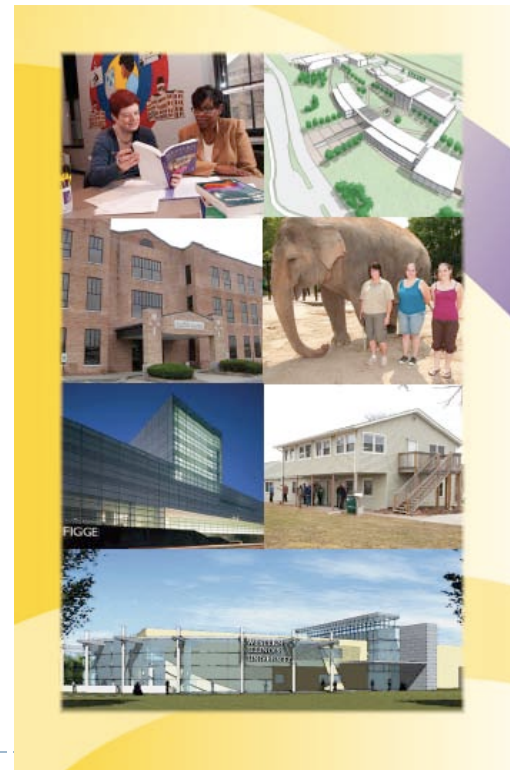
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- ▶ Establishing new undergraduate and graduate programs, and working with staff on the Quad Cities Campus regarding feasibility and needs studies; logistical arrangements; and recruitment, retention and advisement issues. [completed]
- ▶ Social Work
- ▶ Broadcasting
- ▶ Childcare
  - ▶ Forty-seven (15%) students responded that they would definitely use the child care center. Cross tabbing responses suggests that there is strong demand for child care services for approximately 75 children.



# FY11 Accomplishment and Priorities

- ▶ Receiving President's Cabinet approval, publishing and implementing policies and procedures related to the new Quad Cities Student Handbook [completed]



# FY11 Accomplishment and Priorities

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- ▶ Exploring and implementing administrative opportunities for increased public service and community engagement [ongoing]
- ▶ Quad Cities Community Engagement Consortium
  - ▶ Includes all Quad Cities colleges and universities
  - ▶ Emphasis on service learning
  - ▶ Inaugural event rescheduled for April 15



# FY11 Accomplishment and Priorities

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Supporting economic and economic development activities associated with the development around Riverfront Campus and within the City of Moline [ongoing]

In October, WIU-QC partnered with Renew Moline, Black Hawk College, and Trinity College of Nursing and Health Sciences to conduct a student housing assessment

Analysis indicated a market of between 156 and 474 students with the primary market being 18-24 year olds and a secondary market for 25-44 year olds.



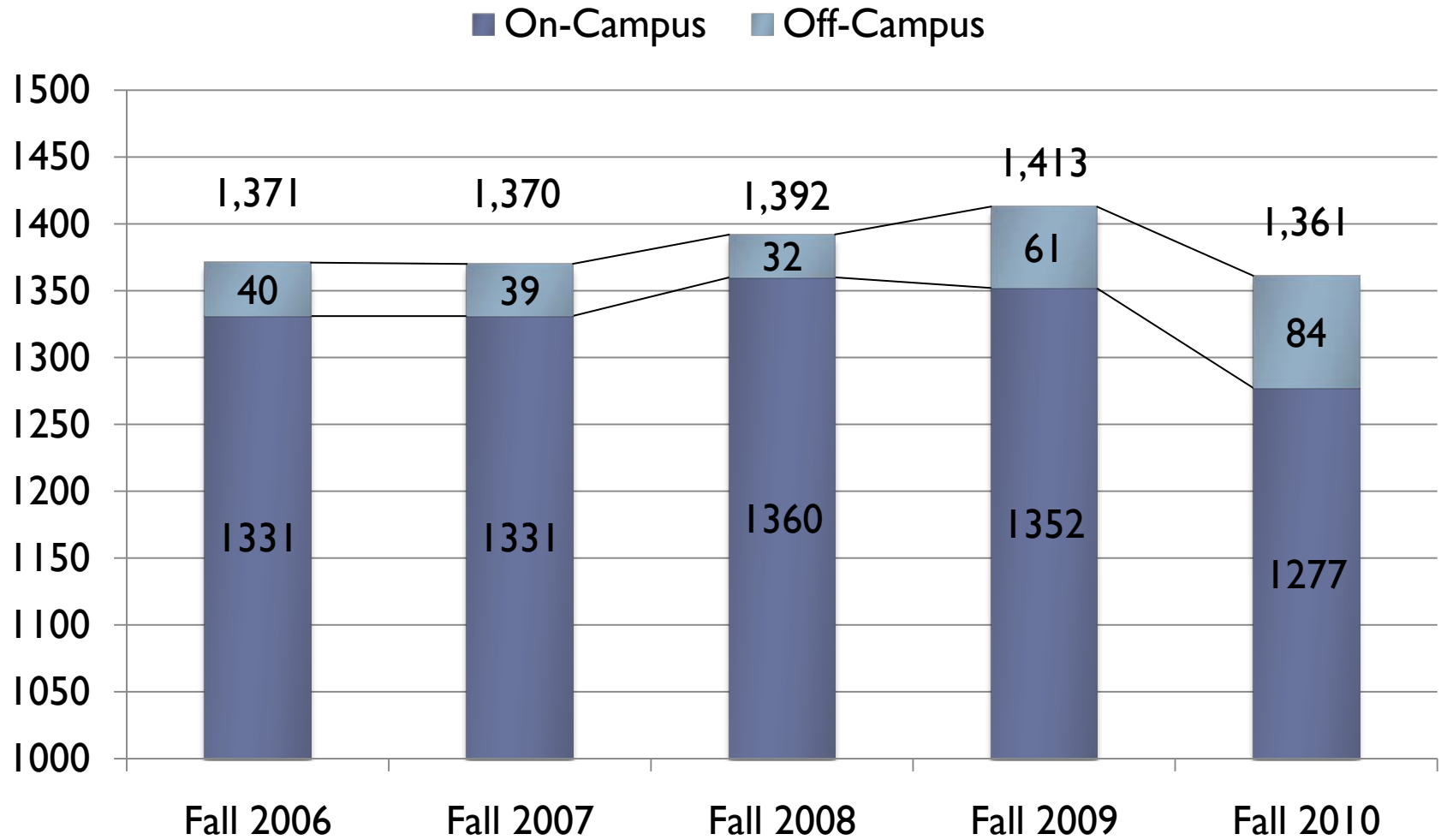
# FY11 Accomplishment and Priorities

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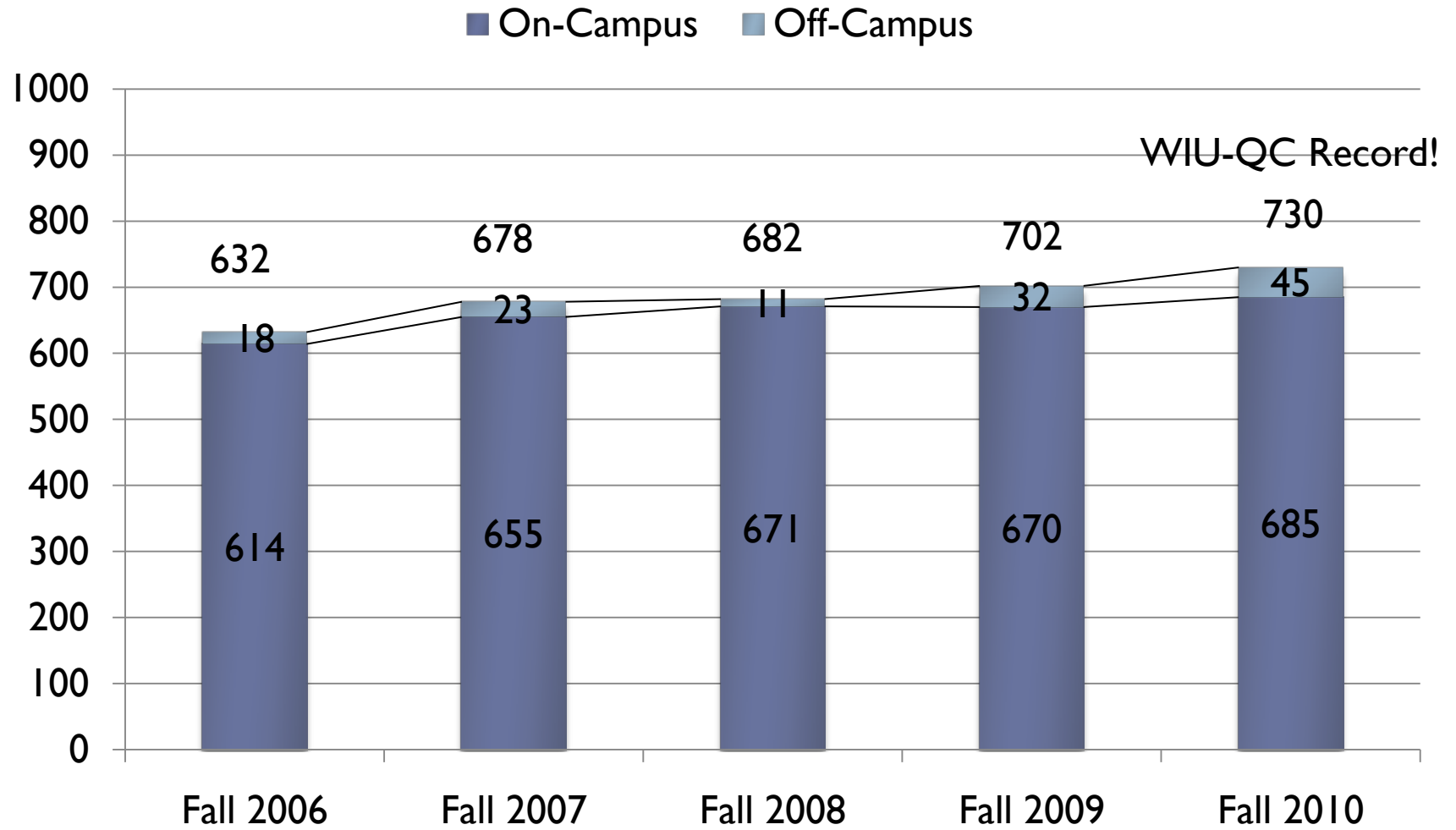
Developing and annually monitoring/refining enrollment goals for all undergraduate and graduate programs delivered on the Quad Cities Campus [ongoing]



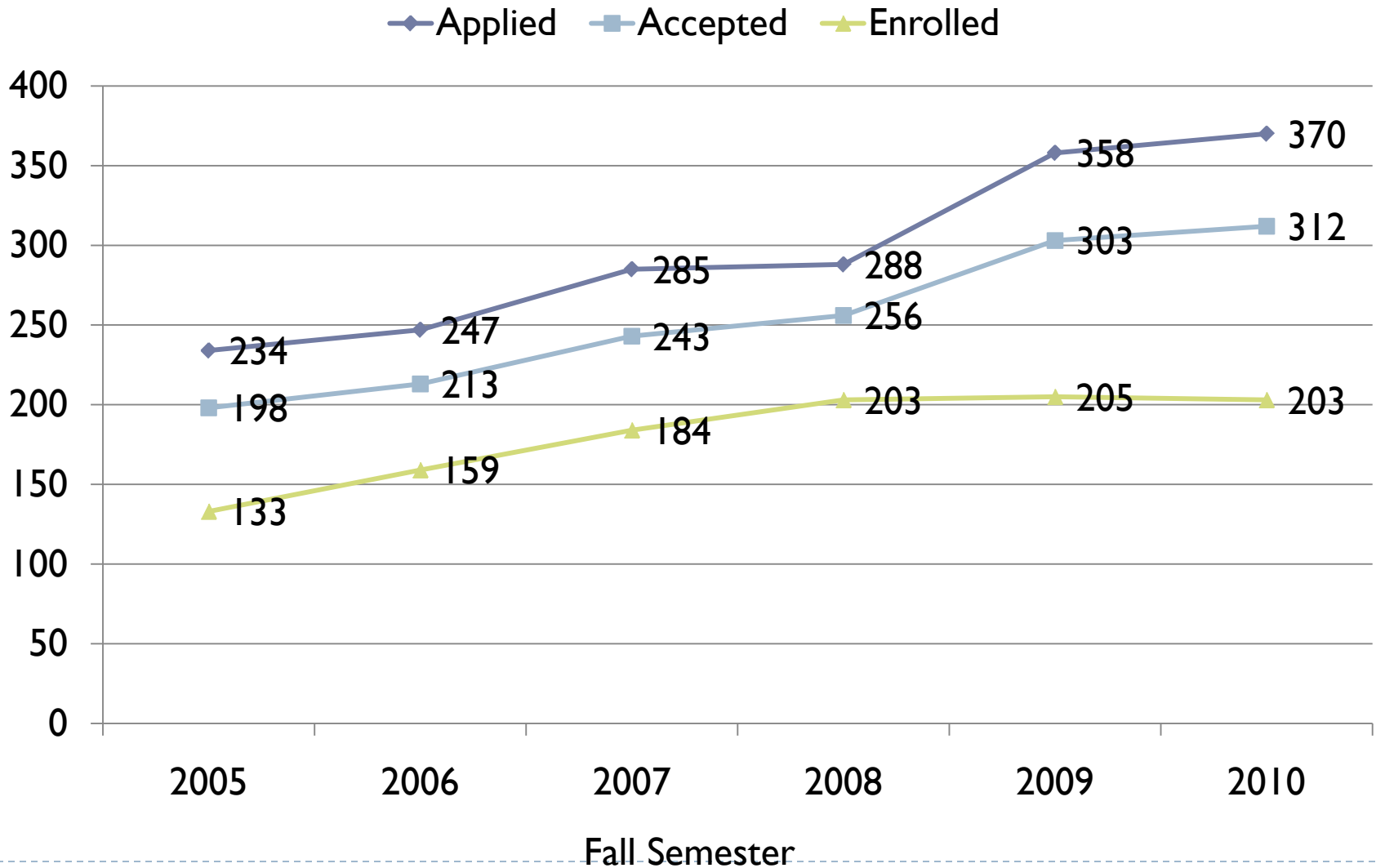
# Total Headcount Enrollment – Fall 2010



# Undergrad Headcount Enrollment



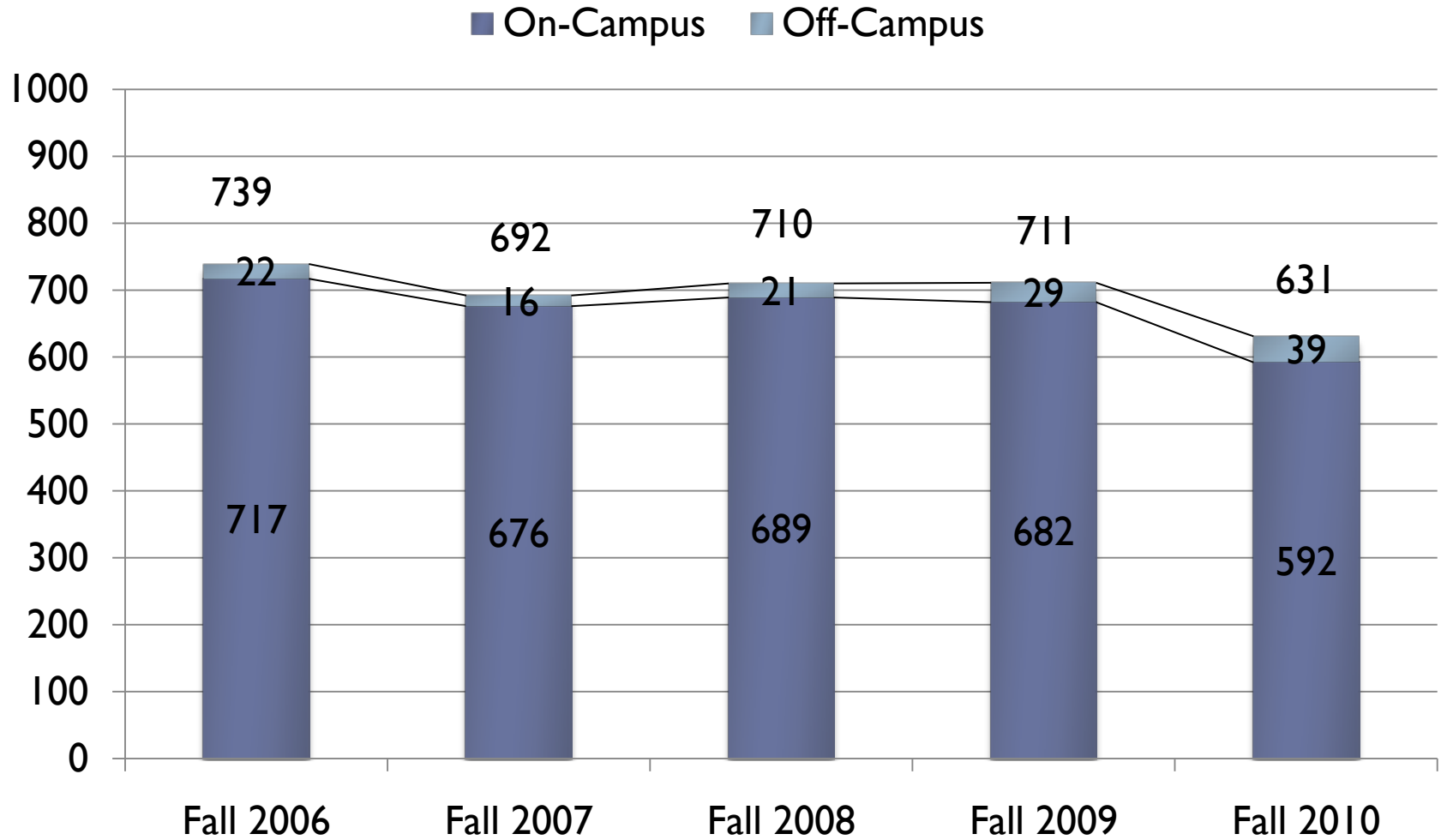
# QC Undergraduate Applications



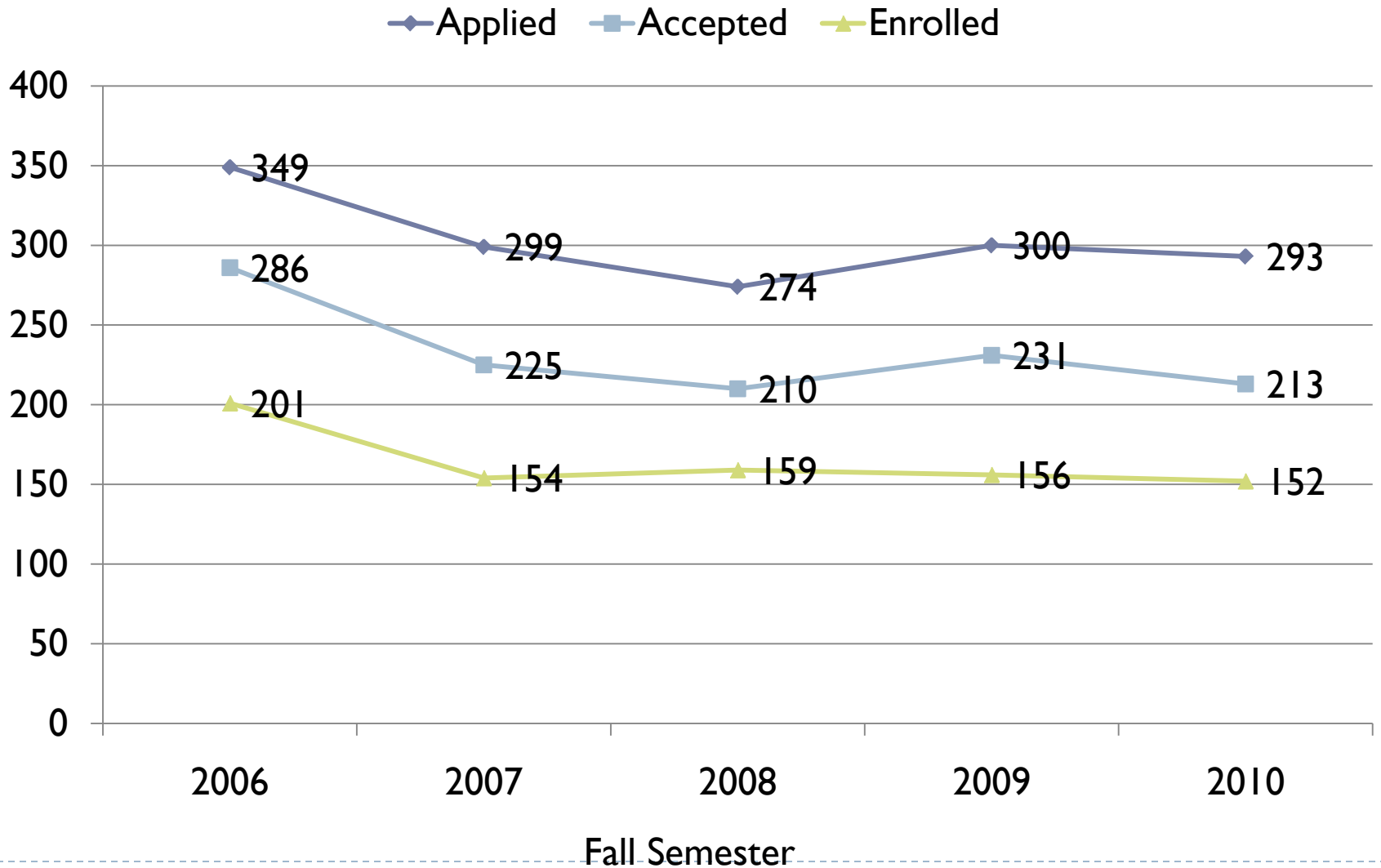
Fall Semester



# Graduate Headcount Enrollment



# QC Graduate Applications



Fall Semester



# Declining Graduate Programs

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- ▶ Undeclared/Unclassified (-49 students)
- ▶ M.S.Ed in Reading (-34 students)
- ▶ M.S.Ed in Elementary Education (-14 students)
  
- ▶ All other QC graduate programs increased, maintained, or had only slight decreases (<3) in enrollment.



# FY11 Accomplishment and Priorities

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Implementing dual enrollment agreements and evaluating program effectiveness

On February 24, 2011, the president approved a change in the undergraduate catalog that allows the Quad Cities campus to admit freshmen.



# Admitting Freshmen

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- ▶ Undergraduate catalog

~~“...applicants to WIU-Quad Cities who have earned 60 or more semester hours (90 quarter hours) of college work will be considered for admission” (p.23)~~

Allows students to dual enroll with a community college or supplement with online instruction.

**VERY IMPORTANT:** WIU-QC will not be offering general education courses. 100 and 200 major courses only



# Admitting Freshmen

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- ▶ **Students can dual enroll in the following undergraduate majors:**
  - ▶ General Studies
  - ▶ Liberal Arts & Sciences
  - ▶ Engineering
  - ▶ Accounting
  - ▶ Management
  - ▶ Marketing
  - ▶ Supply Chain Management
  - ▶ RPTA
  - ▶ LEJA (in progress of final approval)
  - ▶ Elementary Education (in progress of final approval)
  
- ▶ **Other Programs not currently available in dual enrollment format**
  - ▶ Information Sciences (new curriculum being approved by IBHE)
  - ▶ Nursing
  - ▶ Manufacturing Engineering Technology



# Admitting Freshmen

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- ▶ Removing the 60 credit hour requirement give student several benefits:
  - ▶ Increases financial aid eligibility (high tuition/high aid model)
  - ▶ Veterans increase eligibility
  - ▶ Lock in tuition earlier
  - ▶ Eligible for freshmen scholarships
  - ▶ Available student services
  - ▶ Requires academic advisement



# Students have too many hours

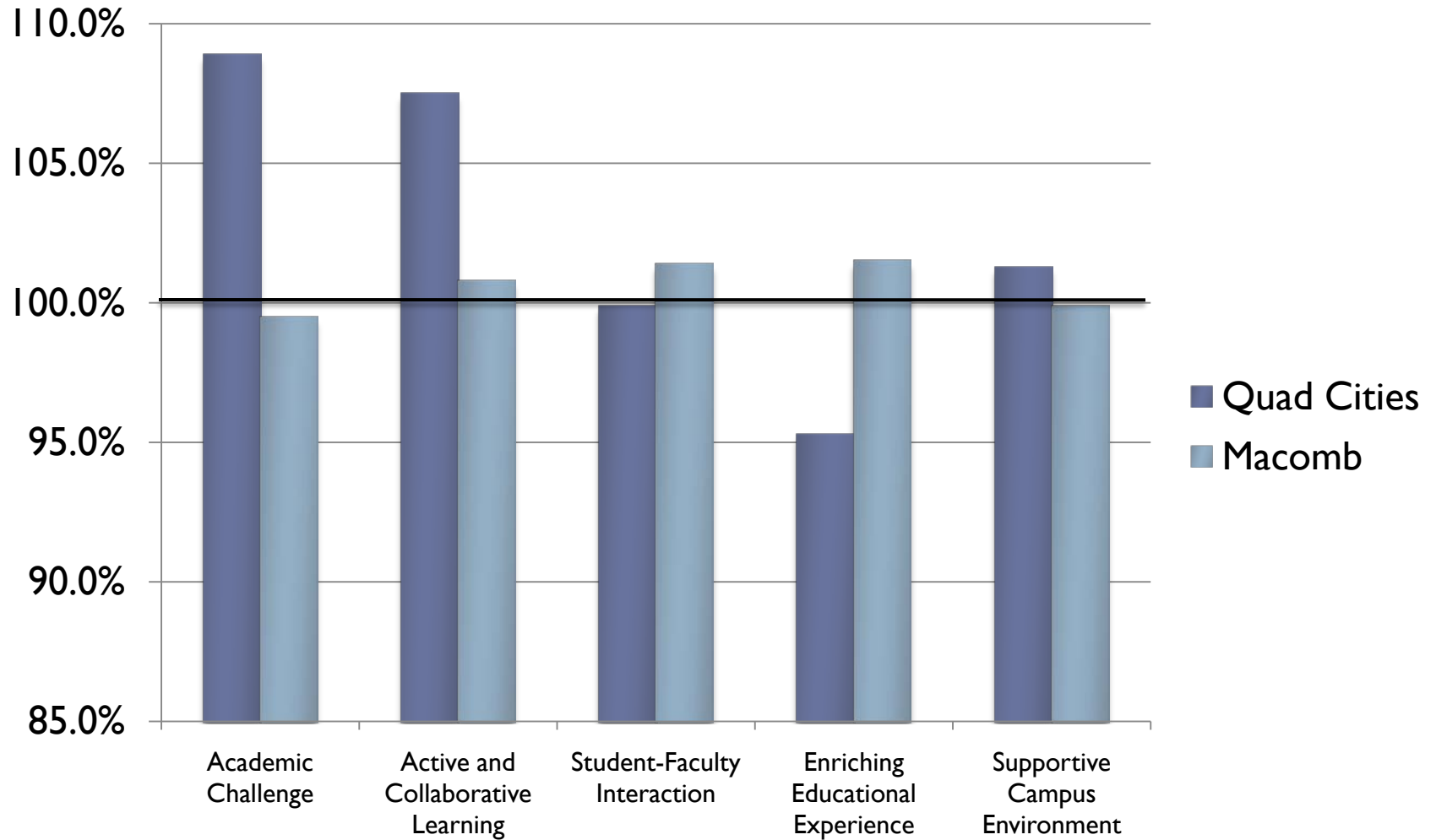
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- ▶ Between Fall 2008 and Fall 2010, 196 students were advised to return to the community college because of course deficiencies not offered face-to-face or online in the Quad Cities. These students had an average (median) of 78 semester credit hours and were still deficient general education and major core courses.

Average Credit Hours of Spring Graduates  
2<sup>nd</sup> Bachelors Degree Excluded

	2008	2009	2010
Macomb	135 (1,266 graduates)	136 (1,147 graduates)	135 (1,120 graduates)
Quad Cities	145 (70 graduates)	142 (68 graduates)	142 (81 graduates)

# National Study of Student Engagement (NSSE)



# FY12 Priorities & Budget Requests

# FY12 Priorities

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Developing and annually monitoring/refining enrollment goals for all undergraduate and graduate programs delivered on the Quad Cities Campus [ongoing]

Targets

Inquiries

Applied

Accepts

Enrolled

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# FY12 Priorities

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- ▶ Review and adapt best admissions and marketing practices at peer and benchmark institutions [ongoing]  
Recommendations from FY11 analysis
  - ▶ Increase communication between marketing and admissions
  - ▶ Marketing priorities that focus on awareness rather than recruitment
  - ▶ Expand opportunities for collaboration with community colleges
  - ▶ Develop a contract for on-site admission



# FY12 Priorities

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- ▶ Continue to engage innovative agreements with the community colleges that foster student recruitment and retention [ongoing]



# FY12 Priorities

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- ▶ Exploring and implementing administrative opportunities for increased public service and community engagement [ongoing]



# FY12 Priorities

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- ▶ Supporting economic and economic development activities associated with the development around Riverfront Campus and within the City of Moline [ongoing]



# FY12 Priorities

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- ▶ Explore new partnership opportunities with the Rock Island Arsenal [ongoing]



# FY12 Priorities

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- ▶ Continue to implement the strategic plan priority by continuing the analysis for establishing permanent childcare on the Quad Cities campus



# FY12 Priorities

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- ▶ Establish additional priorities for the Office of Academic & Student Services consistent with findings from the accreditation teams report available later this year.



# FY12 Budget Enhancements

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## ▶ Position Requests

▶ Admissions Counselor	\$34,524
▶ Assistant Director	\$38,292
▶ Lead Teacher	\$37,000
▶ Support Teacher	\$19,828
▶ Student Services Operating	\$8,000





*Any Questions?*