Academic Affairs & Enrollment Mgmt

Office of Academic Affairs and Enrollment Management

Performance Objective 1 Implement vision and mission across units in academic affairs and enrollment management.

1 Assessment and Benchmark

For the 2017-2018 academic year, our goal was to develop a vision and mission for the University and begin the process of disseminating that message. As a result, the following Vision, Mission, and Values statements were created and published.

- Our Mission: Changing lives through excellence with a personal touch!
- Our Vision: To be the first choice for Southwest Louisiana:
  - The First Choice for the brightest new faculty
  - The First Choice for potential students seeking a university degree
  - The First Choice for employers seeking the best employees
  - The First Choice for donors who want to make an investment in the future
  - The First Choice for organizations seeking professional expertise
- Our Values: Trust and Mentoring:
  - Trust we will act with courage and integrity
  - Trust we will respect one another
  - Trust we will have the courage to do the right thing
  - Trust we will do what is best for our students, our University, and our state
  - Mentor our peers and inspire them to maintain excellence
  - Mentor our students and inspire them to achieve excellence

We have presented the vision and mission via personal presentations to units all across campus. We have presented this information to several community organizations and will continue to do so during the 2018-2019 academic year.

1.1 Data

2017-2018:
Presented to:
1. Grounds and Maintenance - 2/28/2018
2. Athletics - 3/6/2018
3. College of Nursing and Health Professions - 3/5/2018
4. Library - 3/6/2018
5. College of Liberal Arts - 3/7/2018
6. Faculty Senate - 3/7/2018
7. Computing Services - 3/12/2018
8. College of Business - 3/13/2018
9. College of Science and Agriculture - 3/14/2018
10. College of Engineering and Computer Science - 3/16/2018
11. SEED Center - 3/16/2018
12. Student Affairs - 3/22/2018
13. Enrollment Management - 3/22/2018
14. College of Education - 3/22/2018
15. Accounting and Finance - 3/26/2018
16. Petrochem Club - 3/26/2018
17. General Campus - 3/28/2018
18. Quarterback Club - 4/9/2018
19. Dugout Club - 4/9/2018
20. Cowboy Club - 4/24/2018
21. Angel Investors - 4/24/2018
22. H.C. Drew Foundation Board - 5/17/2018
23. Regional Legislators at Capitol - 5/29/2018

2018-2019:
1. Rotary Club - 6/6/2018
2. Lake Area Industrial Alliance Members - 6/19/2018
3. Lake Area Industrial Alliance Members - 6/27/2018
4. Lake Charles Kiwanis Club - 7/12/2018

    5. Sulphur Kiwanis Club - 8/8/2018

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:
We have met our initial goal of creating and disseminating a new vision and mission. The vision and mission statements were well received by the campus community and by the general public. We are continuing to share the vision and mission to additional stakeholders as the opportunity presents itself. We have also begun the process of using the vision as the foundation for establishing a new strategic plan.

Performance Objective 2   Increase enrollment by redesigning enrollment management policies, procedures, and structure.

1 Assessment and Benchmark

As a result of reduced state support, student tuition and fees are the primary source of University funding. In order to increase revenue, we must increase enrollment. Over the next five years, we have articulated enrollment goals of:
- On-campus enrollment of 9000 FTE;
- International student enrollment of 1000 FTE; and
- Online enrollment of 1000 FTE.

1.1 Data

We have made adequate progress at this point. Changes in enrollment data will be available as we begin the process of program and process change. As of 8/6/2018 we have:
- 5754 undergraduate enrollment
- 521 graduate enrollment
- 6275 total enrollment, which includes:
    - 493 international students
    - 876 online-only students

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:
1. Our total enrollment is at 6,275 as of 8/6/2018, 112 more students than this time last year.
2. Ruffalo Noel Levitz: We have finalized contract negotiation with Noel Levitz (consulting firm). They will start work mid-August. Their role will be to evaluate our enrollment management processes and help bring our processes and activities up to date. WE WILL IMPLEMENT THEIR RECOMMENDATIONS!
3. iDesign: We are in the process of contracting with iDesign to redesign our online programs. They will begin with our RN to BSN program in nursing. Once the delivery model is complete, iDesign will help to market the program. Once the RN to BSN is finalized, our plan is to expand to other online programs across campus.
4. International Recruiting: Our Office of International Programs has been working with a consultant to revise our recruiting efforts and revise our course and campus life offerings to better support international students. As of 8/6/2018, the Director of International Programs is developing a strategic plan for her office. It is recognized that many of the needs noted by international students are also needs of our traditional students, so it is expected that we will work closely with Student Affairs to develop a comprehensive student experience.

Performance Objective 3   Increase faculty development opportunities in the areas of teaching and assessment.

1 Assessment and Benchmark

We have begun the process of cultural change to transition from our old title of "teaching college" to a better descriptor of "student-centric university." As a "teaching college," faculty felt that the only priority was teaching courses. This de-emphasized the value of scholarly activity and in many cases we have faculty whose credentials have "gone stale" as they have not kept up with their discipline. As part of our statement of purpose, we claim McNeese State University is a comprehensive, student-centric university, primarily focused on baccalaureate and master's level programs.

We believe that scholarly activity and ongoing faculty development are critical for keeping faculty up-to-date in their discipline. Faculty must constantly evaluate courses and programs for content accuracy. Our goals for improving faculty development are to:
1. Have each college/department develop a standard of scholarly activity both for hiring and for maintenance of credentials.
2. Have each college/department develop a standard of expectations for faculty development in pedagogy and

accreditation for maintenance of credentials.
3. Measure faculty performance against those published standards.

1.1 Data

2017-2018:
As of 8/6/2018, We are in the process of discussing the concept of using scholarly activity and pedagogical development as a standard for maintenance of faculty credentials.
We have earmarked approximately $50,000 through Institutional Research and Efffectiveness to apply to faculty development across campus.

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:
We are on track as per our current plan and will have standards for faculty scholarly activity and development in place by the end of Spring 2019.

We will establish a "Center for Faculty Development" through the Office of Institutional Research and Effectiveness and the Department of Education Professions. Various developmental topics will be offered through the course of the year. It is expected our first topic offerings will be available in the spring semester of 2019.