CHARGE: Craft a 2–year, 5-year and 10-year profile for freshmen and transfer students, including number, academic profile, diversity measures and other pertinent factors. Identify the top five to ten strategic initiatives needed to achieve the plan. The plan must delineate what methods will be used to recruit and must articulate the particular methods to be used in recruiting specific and unique groups. Plans need to be multidimensional to include the many factors of diversity.

Goal:

In 2016, the Strategic Recruitment Plan Priority Committee has determined the first-time freshman and transfer student profiles will be as follows:

- First-time freshman profile will have an incoming population of 4,080 with an in-state/out-of-state percentage of 65 to 35
- First-time freshman profile will have an average ACT composite/converted SAT of 26
- Freshman students of color will make up 14.22 percent of the class
- Transfer profile will have an incoming population of 1,650 with an in-state/out-of-state percentage of 79 to 21
- Transfer students of color will make up 15.76 percent of the class

Strategy 1:

Enhance the recruitment of first-time freshman students in certain ACT ranges to achieve the ACT composite/converted SAT of 26 by 2016.

Strategy 2:

Enhance the recruitment of freshman students from out-of-state.

Strategy 3:

Enhance the recruitment of transfer students.

Strategy 4:

Enhance the recruitment of students of color – both freshmen and transfer students.

Strategy 5:

Enhance financial packaging and marketing to achieve the profile of the new freshmen and transfer classes.