

Student Success Priority Implementation Plan

Recruitment

| Priority Group Recommendations | Implementation Dates | | Responsible Office/Individual | Action Steps or Notes on Implementation |
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| | Begin | Complete | | |
| <u>Reaching a 26 ACT Average</u> | | | | |
| 1. Develop enhanced scholarship packages and financial incentives | 11/1/04 | 1/3/05 | VPSS, OAS, OSFA | |
| 2. Develop an extensive telecounseling plan for KU academic departments | 11/1/04 | 6/30/05 & Ongoing | OAS | |
| 3. Develop a streamlined application for admission and scholarship, housing and the honors program | 7/1/05 | 6/30/06 | ATS, OAS, DSH, Honors | |
| 4. Explore opportunities to recruit Advanced Placement and International Baccalaureate students | 11/1/04 | 6/30/05 & Ongoing | OAS | 1. Work with Kansas and Kansas City, MO high school counselors to identify these students. 2. Identify the students in the Student Administration system in order to recruit. |
| 5. Write a proposal to ask KU departments to award more credit to International Baccalaureate diploma students | 11/1/04 | 2/28/05 | OAS | |
| 6. Create additional communication plans for National Merit Commended students. | 7/1/04 | 10/1/04 & Ongoing | OAS | 1. This is already done and letters will be sent this year to Fall 2005 prospective students. |

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| 7. Implement Extracurricular Activities panel in the Student Administration system and provide lists to offices/departments for recruitment purposes. | 11/1/04 | Ongoing | OAS | |
| 8. Conduct a focus group of currently enrolled students in certain ACT ranges to find out what KU is doing well and in what areas we can improve. | 8/1/05 | 6/30/06 | OAS | |
| 9. Involve the Honors Program and the Mount Oread Scholars Program in developing new initiatives in recruiting top scholars | 7/1/05 | 6/30/06 | OAS, Honors | |
| 10. Explore the possibility of assigning early enrollment times for students designated as scholars | 4/01/05 | 8/01/06 | OUR, OAS & NSO | 1. Hopefully available for Fall 2006 class 2. Begin meeting in April 2005 |
| 11. Explore the idea of a Scholarship Visit Day for Kansas scholars in a certain ACT range | 07/01/05 | 6/30/07 | OAS, OSFA | |
| Recruiting Out-of-State | | | | |
| 12. Create a new position of Assistant Director for Alumni Recruitment in the Office of Admissions and Scholarships | 3/1/05 | 5/1/05 | VPSS, OAS, Alumni Assoc. | 1. Put in a request each year for this position |

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| 13. Develop an incentive plan for high ability, out-of-state students where a student pays all of the resident tuition rates and a portion of nonresident tuition (the difference would be given as a merit-based scholarship) | 3/01/05 | 6/31/06 | OSFA, committee members from previous Priority Group, OAS, VPSS | |
| 14. Determine new recruitment territories based on state populations and number of alumni in the area | 7/1/04 | Ongoing | OAS | 1. New territories already determined. This is an ongoing project because travel is limited due to staff and budget constraints. |
| 15. Attend national college fairs in new, select areas to generate interest | 11/1/04 | Ongoing | OAS | 1. Our office already attended a few more fairs this year. This is an ongoing project because travel is limited due to staff and budget constraints. |
| 16. Print a KU poster and send to new out-of-state high schools along with a KU pennant | 11/1/04 | 3/31/05 | OAS | |
| 17. Provide additional efforts/information to high school counselors in new, select areas including the coordination of an on-campus visit funded by KU | 1/1/05 | 3/01/06 & Ongoing | OAS | 1. We would like to host this event in the spring of 2006. |
| 18. Build a database of KU faculty and staff who are willing to recruit in their hometowns or identified out-of-state territories | 12/1/04 | 3/31/05 | OAS | 1. Use Rock Chalk Recruiter program to begin this process. |

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| 19. Host out-of-state, on-site events that include orientation, advising, and enrollment | 4/1/05 | 6/30/06 | NSO, FSAC, OAS, VPSS | 1. Begin planning meetings in April of 2005 with first event taking place in spring 2006 for Fall 2006 enrollment. |
| <u>Recruitment of Transfer Students</u> | | | | |
| 20. Improve communication of transfer credit, articulation agreements, and other KU information with potential transfer students | 11/1/04 | Ongoing | OAS | |
| 21. Continue initiatives to build relationships with community colleges, the KU Office of Admissions and Scholarships, the Freshman-Sophomore Advising Center, and KU academic departments | 7/1/05 | 6/31/06 | FSAC, OAS, all other units | 1. OAS will establish a committee in summer 2005 to begin this process. |
| 22. Develop a recruitment plan for Phi Theta Kappa students | 11/1/04 | Ongoing | OAS | 1. Letters are already being sent to identified PTK students. The first-ever PTK Visit Day was held on Nov. 20, 2004. |
| 23. Develop a recruitment plan for Haskell students | 11/1/04 | 7/1/05 | OAS, OMA, FSAC, NSO | |
| 24. Work with the Honors Program to help recruit transfer students | 4/1/05 | 6/30/06 | Honors, OAS | 1. Begin discussions and planning in April 2005. |
| 25. Expand printed materials and communication plans | 7/1/05 | Ongoing | OAS, FSAC, OSFA | |

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| 26. Conduct focus groups of current KU students who transferred to learn what did or did not work for them | 7/1/06 | 6/30/07 | OAS, NSO | |
| 27. Conduct focus groups of transfer students at area community colleges to learn what needs they have | 7/1/05 | 6/30/06 | OAS, NSO | |
| 28. Develop a plan where KU asks the newly admitted transfer student to confirm matriculation | 11/1/04 | 5/1/05 | OAS | 1. If the student responds positively, provide the following services early: evaluate transfer credit, provide an ARTS form, and connect with an advisor |
| 29. Develop additional early orientation programs in the spring semester to allow transfer students to enroll | 4/01/05 | 3/30/06 | NSO, OUR, ATS, FSAC | 1. Begin planning meetings in April 2005 with first program in spring 2006 for Fall 2006 enrollment. |
| Recruiting Students of Color | | | | |
| 30. Identify growth areas in Kansas and target these areas | 7/1/04 | Ongoing | OAS | 1. A new strategic territory plan was developed in summer 2004 in terms of how territories are named and how many high schools are visited each year. |
| 31. Work in collaboration with the strategies developed by the Diversity Priority Group to enhance recruitment efforts of students of color | 11/1/04 | 7/1/05 | OAS, OMA, Cont. Ed. | 1. Continue the Black Leadership Symposium Program 2. Increase collaboration with TRIO programs |
| 32. Increase collaboration with TRIO programs | 7/1/06 | 6/30/07 | TRIO, OAS | |

Financial Packages and Marketing

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| 33. Begin an Endowment campaign for unrestricted scholarships for new freshmen and transfer students | 7/1/06 | Ongoing | OAS, KUEA, VPSS | |
| 34. Create one scholarship award letter that includes OAS, departmental and Coca-Cola offers from KU | 11/1/04 | Ongoing | OSFA and committee determined by OSFA | 1. OAS is currently doing this with the School of Business, School of Engineering and the Physics & Astronomy Department. |
| 35. Recruit high ability, low-income students and market the scholarship halls to this group of students | 11/1/04 | 10/1/05 | OSFA, OAS | 1. A discussion meeting was held in November 2004. The first group of students who will be awarded will not be until Fall 2006. |
| 36. Designate scholarship dollars for high ability, first-generation students | 7/1/06 | 6/30/07 | OAS, OSFA, KUEA | |