

## **CRCO Strategic Enrollment Management Plan FY 07**

### ***Goals***

#### **Student Recruitment and Enrollment**

*Goal: Increase student credit hour production by 3% annually.*

- a) Increase admissions applications by 5% annually.
- b) Increase the number of dual credit students by 10% in FY07; 5% annually through FY12.
- c) Increase the number of tech prep articulated agreements from one program to three programs in FY07; one additional agreement

*CRCD Mission Statement of Enrollment Management:* The CRCD strategic Enrollment Management plan is considered a planning tool. Strategies utilized in the plan are integral to the mission of the University of Alaska Fairbanks and to the College of Rural and Community Development.

*Enrollment Management Defined:* Enrollment management is an institution-wide, systematic comprehensive, research-driven system designed to locate, attract, and retain the students CRA wishes to serve. It is a philosophy and a tool that coordinates services to accomplish enrollment goals and ensures that a seamless process of recruitment, enrollment, retention, and student services are provided to students served by CRCD.

*Student Retention Defined:* . Tanana Valley Campus associate and certificate seeking student retention from fiscal year to fiscal year. Graduating students are removed from the calculation. Successful retention programs serve the whole student and encompass virtually everything an institution does to improve the quality of student life and learning

*Student Persistence Defined:* A CRCD student is persisting towards degree attainment if they take a f20.0008TcudentDC ic Tw 1Ddi.001 opetione8TcudentDC ic Tw 1Ddi.001 opete[si15 Trg0cttea3anT0.

**CRA Student Considerations as they apply to Enrollment Mgt. & Student Services:**

Students have the right to expect:

- Good teaching and the opportunity to learn
- Effective academic advising
- Quality service and student centered service systems
- Effective academic support system
- Caring and supportive faculty, staff and administration
- Opportunity to grow and develop intellectually and socially to their fullest potential

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