



University of Maine at
PRESQUE ISLE
North of Ordinary

UMPI ENROLLMENT MANAGEMENT PLAN
FY20-FY22

Introduction

In the fall of 2017, several significant decisions guided the marketing and student recruitment efforts for the University of Maine at Presque Isle. This effort manifested itself with the words "The Way It Should Be" and at its' core, provided Maine residents with significant gift aid while encouraging student completion in four years (Finish in Four).

For the fall 2018 recruitment cycle, the primary emphasis of this effort was on FREE (or significantly reduced) tuition and fees. That emphasis will continue in our messaging for FY20, but we will also build on our never-ending work to build a University experience that is indeed The Way It Should Be. We will emphasize and refine this concept in and through all phases of the student life cycle and experience:

Residence Life: The Way It Should Be
Financial Aid: The Way It Should Be
Admissions: The Way It Should Be
Classroom Interaction: The Way It Should Be

As we look toward the FY20-FY22 enrollment cycle, our planning continues to be in harmony with the core outcomes put forth by the Board of Trustees: increase enrollment, improve student success and completion, enhance fiscal positioning, and provide relevant academic programming and workforce engagement for both the traditional and non-traditional student population.

To that end, this plan will be broken into five major sections: Marketing, Traditional and athletic student recruitment, YourPace student recruitment, dual enrollment, and retention and student success.

The Plan

MARKETING

Goal #1 – Further develop the brand and reach of the University.

Strategies:

1. Continue “The Way it Should be” campaign and expand reach to include the entire student life cycle.
2. Develop the marketing function at the University to employ traditional and innovative techniques to reach prospective students and their parents.
3. Expand into new marketing verticals to broaden reach digitally.
4. Develop a long-range branding plan to include visual identity enhancements.

Goal #2 – Leverage technology and analytics data to adjust and refine marketing efforts to drive more traffic to the website.

Strategies:

1. Fully utilize the Google Analytics suite to evaluate traffic to and from the web site.
2. Utilize heat-mapping tools to ensure desired navigation experience for site visitors.
3. Review and make real-time adjustments based on the data points.
4. Renewed focus on SEO/SEM.

Goal #3 – Utilize the website more effectively as a marketing tool.

Strategies:

1. Develop and implement a refresh calendar to ensure fresh images for new and returning prospects.
2. Ensure that the web site serves its core function as a marketing platform.
3. Develop and implement a refresh calendar to ensure optimized language and layout.

Goal #4 – Leverage the University’s NCAA Division III status to aid recruitment efforts.

Strategies:

1. Establish a clear identify for athletics.
2. Convert this identity into a format that aligns with the existing marketing campaign.

TRADITIONAL AND ATHLETIC RECRUITMENT

Goal #1: Meet overall recruitment goals for FY 20-22 by increasing total applications to shape an incoming class of 303 new students for fall 2019, and thereafter a 7 to 10% increase in the freshmen class annually through FY22.

Strategies:

1. Expand Admission Counselor visits regionally into New Hampshire, Vermont, Massachusetts, and Connecticut.
2. Utilize new and existing MOU’s for international students.
3. Create and/or update articulation agreements with the Maine Community College System.
4. Continue the summer melt prevention strategy.
5. For high school visits in Maine, partner with JMG classes to ensure a captive audience.

6. Continue to refine admissions processes to improve responsiveness and acceptance timelines.
7. Define separate enrollment objectives for Athletics to assist with out of state recruitment efforts.

Goal #2: Communicate more frequently and more effectively with prospective students.

Strategies:

1. Develop a master communications plan that will reach all prospective students at all stages in the admissions funnel two to three times a month, at a minimum.
2. Ensure communications take a variety of forms and are alternated. Communications shall include notes from faculty, mailings, emails, texting (selective), and other offices.

Goal #3: Simplify Financial Aid

Strategies:

1. Enhance and simplify the financial aid award communications with students and parents to emphasize affordability.
2. Continue to deliver award letters promptly after the admissions decision.

YOURPACE STUDENT RECRUITMENT

Goal #1: Firmly establish recruitment policies and procedures that appeal to this student group.

Strategies:

1. Streamline the application process.
2. Streamline the contact form.
3. Separate out from the traditional admissions office.
4. Streamline the web site experience and establish marketing channels.
5. Adopt a six starts per year model.

Goal #2: Successfully transition YourPace programming into the Academic Partnership model.

Strategies:

1. Add additional programs into the CBE delivery platform.
2. Leverage AP resources for marketing and other efficiencies (e.g. Transcript ordering, faster response time, etc.).
3. Align local campus and AP staff to ensure a seamless experience.

DUAL ENROLLMENT

Goal #1: Fully leverage the summer 2018 hiring of a Director of Early College Partnerships to strategically grow and manage dual credit enrollment with high school and private partners.

Strategies:

1. Increase dual enrollment 3% annually and maintain an enrollment percentage from 23% – 29% of total enrollment.
2. UMPI is the preferred provider of dual credit in Aroostook County through excellence in responsive customer service and documented quality instruction in alignment with NACEP standards.

Goal #2: Convert dual credit and Aspirations enrollment to University pathways.

Strategies:

1. Identify “meta-major” pathways that align with University degrees.
2. Leverage certificate’s, associate degree’s, as well as bachelorette degree’s, to identify and market nearer term completion opportunities.
3. Leverage partnerships as “pipelines” for sustainable enrollment.

Goal #3: Identify and acquire alternative strategic partnerships.

Strategies:

1. Identify partnership opportunities with private programs and schools.
2. Identify partnership opportunities with the area community college(s).

RETENTION AND STUDENT SUCCESS

Goal#1: Increase student persistence by 1% per year from FY20-FY22 for its three primary student segments (FTFT, transfer and readmit students).

Strategies:

1. Ensure each program has a clear, achievable, consistent path to graduation in 4 years.
2. Further expand the use of the EAB SSC Campus platform to establish success markers, more frequent (and earlier) progress reporting, student monitoring, and targeted outreach.
3. Emphasize Priority Registration by reaching out to various groups (athletics, student groups, residence life, faculty advisors) to have at least 50% of matriculated students registered by the open enrollment date. Incentivize early registration through giveaways.
4. Continue the Degree Completion Plan process to connect students who are two to three semesters from graduation with professional advisors to review their degree progress and map out their final semesters to ensure they are on track to graduate on time.
5. Redesign the Career Readiness Campus to Career program that encourages all students to complete a resume, cover letter, and internship.
6. Implement Career Readiness focused First Year Seminar sections.
7. Provide at least one experiential career learning activity and/or capstone course for all students by the time they graduate.
8. Develop specialized programming to connect students with local employers. Host at least four employer-student days each year.
9. Utilize Institutional Researchers for assistance in obtaining and analyzing various student success data, in particular the results from the spring 2017 NSSE and SSI. Compile list of useful MaineStreet queries and reports (FY18), interpret data and present findings and recommendations to the President and Executive Cabinet, quarterly, (Ongoing), and implement initiatives and solutions (Ongoing).
10. Identify why students withdraw and/or do not reenroll in the institution by collecting attrition data and implementing a new Withdraw Process.

Goal #2: Increase student engagement

Strategies:

1. Utilize the EAB SSC app to track the number of activities and student participation.
2. Implement an assessment plan that includes student feedback, satisfaction, and learning outcomes.
3. Continue to implement and enhance Convocation, University Day, and UMPI Day by increasing student participation by 5% and staff and faculty participation by 10%.

Goal #3: Improve the on-boarding process for new students.

Strategies:

1. Continue to develop a consistent, coordinated onboarding plan that continues the summer melt work of the Office of Admission with a student's acceptance through Registration and Accepted Students Day, to Student Financial Services, Orientation, and ending with the conclusion of First Year Seminar.
2. Revise the First Year Seminar (FYS) curriculum so that it accomplishes its intended goals of establishing academic expectations, acclimating students to the proficiency-based education environment, and assisting students in making connections and understanding resources. Implement a common curriculum that includes identical course learning outcomes, key assessments, student workload, and topical modules. Explore the feasibility of making FYS a mandatory course for all newly matriculated students.

Goal #4: Enhance academic support services.

Strategies:

1. Refocus the Student Support Services TRIO grant on serving and fulfilling its specific goals, objectives, and exclusive population. The Office of Student Support Services is creating a new plan that details their selection, outreach, monitoring, and assessment strategies.
2. Create a Tutoring Strategic Plan that sets goals and learning outcomes for the tutor, student, and tutoring sessions and provide a tutoring program that is accessible to all students (appointment, drop-in, online), faculty supported, staffed by trained tutors, engaging, collaborative, and one that emphasizes learning strategies in addition to understanding content.
3. Assist faculty in helping students finish their end of semester "Not Proficient" grades. Improve the successful NP completion rate (A's, B's, C's) to 65%. (Ongoing)
4. Further refine and implement a Peer Mentor program for all incoming students.

ENROLLMENT PROJECTIONS – NEW STUDENTS

NEW STUDENT ENROLLMENT PROJECTIONS

Market Segment	Fall 2019	Fall 2020	Fall 2021
	<i>Enrolled</i>	<i>Enrolled</i>	<i>Enrolled</i>
Freshman	233	248	266
Freshman Athletes	70	75	80
Readmit	17	19	20
Totals	320	342	366

YourPace NEW STUDENT ENROLLMENT PROJECTIONS (FY20)

(Relationship with Academic Partnerships begins Summer 2 - 2019)

Market Segment	Summer 2019 Start 2	Fall 2019 Start 1	Fall 2019 Start 2	Spring 2020 Start 1	Spring 2020 Start 2	Summer 2020 Start 1
	<i>Enrolled</i>	<i>Enrolled</i>	<i>Enrolled</i>	<i>Enrolled</i>	<i>Enrolled</i>	<i>Enrolled</i>
New	35	75	50	100	50	50
Readmit	10	10	10	10	10	10
Totals	45	85	60	110	60	60

ENROLLMENT PROJECTIONS – TOTAL HEADCOUNT

TOTAL “Traditional” ENROLLMENT PROJECTIONS

Market Segment	2019-20		2020-21		2021-22	
	Fall 2019 Headcount	FY20 Total Credit Hours	Fall 2020 Headcount	FY21 Total Credit Hours	Fall 2021 Headcount	FY22 Total Credit Hours
Traditional	499	13210	524	13871	550	14565
Athletes	163	4557	171	4785	180	5024
Dual Credit	245	3682	257	3866	270	4060
Totals	907	21,449	952	22,522	1,000	23,649

TOTAL YourPace ENROLLMENT PROJECTIONS

Market Segment	Summer 2019 Start 2	Fall 2019 Start 1	Fall 2019 Start 2	Spring 2020 Start 1	Spring 2020 Start 2	Summer 2020 Start 1
	<i>Enrolled</i>	<i>Enrolled</i>	<i>Enrolled</i>	<i>Enrolled</i>	<i>Enrolled</i>	<i>Enrolled</i>
Total Head Count	166	184	172	213	214	225