FAYETTEVILLE STATE UNIVERSITY™

2023-2027

STRATEGIC ENROLLMENT MANAGEMENT PLAN

MESSAGE FROM THE PROVOST

Institutions have been under unprecedented pressure to respond to rapidly changing circumstances, operate with better efficiency, provide greater access, and ensure student success. Strategic enrollment planning is a critical tool in responding to and meeting these expectations.

Our ability to recruit, enroll, retain, and graduate a diverse, high-quality student body is significantly enhanced by a comprehensive living plan aligned with the university strategic metrics.

I invite you to closely examine this plan and to help achieve its goals through careful and consequential actions. The plan and the university's success depend on all of us.

With Bronco Pride ,
Dr. Monica Terrell Leach
Provost and Senior Vice Chancellor for Academic Affairs

MESSAGE FROM THE CHIEF ENROLLMENT OFFICER

Fayetteville State University is committed to providing high-quality learning opportunities and student support services that support the needs of our diverse student population. We are so happy you are here and excited to see so many talented and engaged students on our campus. We want to ensure you earn a degree that creates exciting and rewarding employment opportunities and offer graduate and professional school opportunities.

We recognize the diversity in our student population and strive to provide an affordable, world-class education whether you are a traditional first-time freshman, veteran, military dependent, or adult learner. Our focus is YOUR success.

With Bronco Pride ,
Dr. Pamela M. Baldwin
Chief Enrollment Officer

Fayetteville State University (FSU), a public comprehensive, Historically Black University, offers robust and innovative degree programs rooted in the liberal arts tradition. The university advances knowledge by integrating teaching, learning, research, and public service. FSU strives to meet the educational, career, and personal aspirations of its students from rural, military, and other diverse backgrounds so that they are equipped with academic and practical knowledge to serve local, state, national, and global communities as enlightened citizens, globally astute leaders, and engaged solution creators.

ORGANIZATIONAL FRAMEWORK

Enrollment Management is an integrated approach to recruiting, retaining, encouraging persistence, monitoring, and assessing student progression through graduation and beyond. At Fayetteville State University, we are dedicated to creating a holistic, data-directed, measurable strategy aligned with the university's priorities.

Our plan is a living document and will be frequently assessed to support a continuous improvement process. The plan ensures that we stay focused on the entire student lifecycle, from recruitment and admission through campus experience and retention (academic, co-curricular and student life), graduation and beyond.

CHANCELLOR'S CABINET

Institutional strategic plan, master plan, approval and champions of strategic enrollment goals and initiatives

SEM CORE COMMITTEE

Long-term enrollment goals, securing the approval of strategies through appropriate institutional channels, communication with Cabinet

DATA & ANALYTICS TEAM

Environment scanning, student enrollment behavior research, enrollment models, provide data to committees as needed

RECRUITMENT COMMITTEE

Develop strategic goals for new student recruitment; review and approve sub-committee action plans; recommend to SEM Steering Committee

Sub-Committees & Focus Groups Action plans, timelines and metrics for each strategic goal

Students | Chairs/Faculty | Alumni

STUDENT SUCCESS/CUSTOMER CARE COMMITTEE

Develop strategic goals for retention and graduation; review and approve sub-committee action plans; recommend to SEM Steering Committee

Sub-Committees & Focus Groups Action plans, timelines and metrics for each strategic goal

Students | Chairs/Faculty | Alumni

Recruitment

FAYETTEVILLE STATE UNIVERSITY

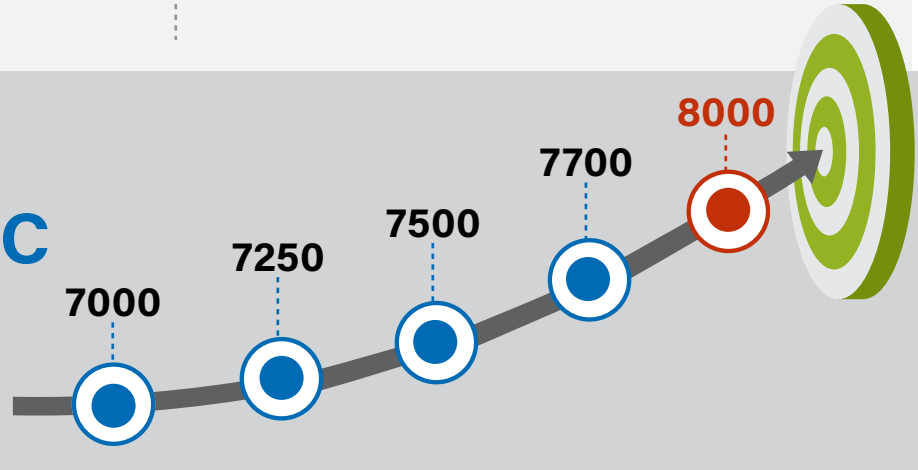
GOALS

- Increase enrollment to 8,000 by 2027.
- Sustain a distinctive and inclusive identity that reflects FSU's strengths and attracts and retains Undergraduate and graduate students, faculty, and staff.
- Increase recruitment, admission, enrollment, retention, and graduation of a diverse student population, including first-time freshmen, new graduates, military-affiliated, new transfer, and adult learners.

ACTION STEPS

1. Broaden our recruitment plan to increase enrollment for first-time freshmen, adult learners, military, transfer, graduate, early college, and charter students.
2. Expand the academic portfolio to include online degree programs to meet the needs of prospective students.
3. Strengthen our capacity to provide instructional support and technology support, including training and professional development resources.
4. Increase student housing capacity on an annual basis to increase students living on campus from 25% to 35%.
5. Implement a comprehensive undergraduate and graduate marketing and recruitment campaign for targeted student populations and geographic areas.
6. Update university communication (e.g., webpages, messaging) to increase the overall visibility of the university and to enhance its reputation among both internal and external audiences to increase engagement.
7. Assess predictors of college readiness, retention, and completion, such as high school and/or college/university GPA and class rank.
8. Consult predictors of retention and completion to assess and possibly revise student support services and student success processes in order to increase the student academic profile, retention, and completion.
9. Utilize a tracking system to improve strategic enrollment strategies.

2023-2027 | 5 YEAR STRATEGIC ENROLLMENT GOAL



Customer Care

GOALS

- Create an environment where all stakeholders are valued and feel heard by the administration.
- Create an inclusive and engaging campus that recognizes the diversity of prospective and current students.
- Cultivate an environment that boosts morale and fosters a healthy work environment.

ACTION STEPS

1. Advertise and fully utilize existing services related to customer service.
2. Engage faculty and staff in cultural awareness training.
3. Infuse cultural pedagogy in classroom learning.
4. Strengthen existing and develop new survey measurements to align with student success initiatives regarding tracking student care.
5. Create a system to acknowledge and reward excellent customer care.
6. Ensure appropriate staffing across campus during peak hours.

Student Success

FSU BRONCO ONE STOP

FAYETTEVILLE STATE UNIVERSITY

GOALS

- Increase our overall retention rate by maintaining the semester-to-semester rate of 90% or greater.
- Create an academic and co-curricular support system that encourages student success.
- Provide resources and opportunities that enhance the roles of faculty and staff in student success.

ACTION STEPS

1. Utilize existing structures to create collaborative activities.
2. Enhance the early alert system based on academic performance, attendance, and support services.
3. Increase fundraising for scholarships and financial support to assist students experiencing a financial need.
4. Provide continuous training to faculty to effectively utilize attained technologies that develop, monitor, measure, and increase student success.
5. Improve messaging for student success initiatives.
6. Increase undergraduate and graduate research opportunities.
7. Maximize data analytics to predict and increase persistence.
8. Assess the needs of faculty, to include filling vacancies, to ensure alignment with student achievement and academic success.
9. Provide opportunities for unit and divisional cross training.
10. Provide opportunities and resources for the review and automation of processes and procedures, where applicable.
11. Provide opportunities for students to build a relationship with Career Services to increase the number of paid internships.
12. Provide opportunities for students to have an open dialogue with appropriate staff pertaining to campus life concerns.
13. Improve the student experience beyond admissions and through registration to include an enhanced orientation experience that welcomes and engages students in the university's academic, cultural, procedural, and social climate.

You are invited to track our work and progress

DATA DASHBOARDS

The Office of Institutional Effectiveness, Research, and Planning endeavors to cultivate a culture of evidence and become the primary office for information and research on higher education in support of decision making.

Office of Institutional Effectiveness, Research, and Planning (uncfsu.edu)

ENROLLMENT MANAGEMENT

The Office of Enrollment Management upholds the University's goal to recruit, retain, support, and graduate a diverse, high-achieving student body and focuses primarily on fostering student success by providing services that will support students throughout each step of their FSU journey, from application to graduation.

Enrollment Management (uncfsu.edu)

STUDENT SUCCESS

The Bronco One Stop is a centralized ecosystem of student services to support enrollment, persistence and graduation rates for FSU students. Stop by the Charles W. Chesnutt Library to get answers to questions related to financial aid, billing, registration, student records, and advising.

Bronco One Stop (uncfsu.edu)

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