

II. Ongoing Priorities & Initiatives

a. Increase access to higher education for underrepresented populations, thereby enhancing campus diversity

- i. Priority and Scope: A top priority in Student Affairs, the drive to increase access and campus diversity includes coordinated efforts across the university. UTD believes that all efforts to recruit, admit, enroll and retain diverse populations must consistently focus on maintaining a highly talented and qualified student body.
- ii. Goals, Strategies, Resources:
 1. Ongoing: Enrollment Management will expand recruitment target areas to include more contacts with African-American and Hispanic students
 - a. Enrollment Services added Abilene and Waco in Fall 2003
 - b. Enrollment Services added Counselor Luncheon in Houston, Fall 2003, to expand applicant pool
 - c. FY05: Enrollment Services is planning to expand counselor luncheon access in Fall 2004 in other target cities
 - d. FY05-FY06: Enrollment Management division is targeting increased contacts with DCCCD and CCCC students through Enrollment Services, Financial Aid and STARS Scholarship Program
 - e. FY05: Enrollment Services is exploring other Texas cities with large Hispanic communities to replace Corpus Christi's Fiesta Night
 - f. FY05-FY06: Enrollment Management will analyze application yield to determine which other Texas communities should be targeted for increased recruitment of minority students
 - g. Current budgetary increases have provided initial funds for the Houston Counselor Luncheon and the additional cities
 - h. FY05: Enrollment Management will seek an increase of \$25,000 to fund additional counselor luncheons in 3 additional regions
 - i. FY05: Enrollment Services will also seek an additional \$10,000 to expand the Fiesta Night program to New Mexico and/or Oklahoma
 - j. FY05: The STARS scholarship program for transfer students was originally funded in FY03 but will seek additional, continued funding in FY05
 - i. The number of transfer African American students for Fall 2003 increased by 91% over Fall 2002

- ii. The number of transfer Hispanic students for Fall 2003 increased by 78% over Fall 2002
- 2. Ongoing: Enrollment Management will expand working relationship with local Black Student Alliance, Campus Hispanic Association and LULAC to enhance recruiting efforts
 - a. Began dialogue regarding Closing the Gaps initiatives in Fall 2003 and potential changes in enrollment targets
 - b. Began phone-a-thon to encourage minority applicants to enroll for Fall 2003
 - c. Building a phone-a-thon space (2 rooms, 6 stations each) to expand applicant contacts – completion targeted for Spring 2004 – with funds provided in the current budget
 - d. FY05: Continue dialogue regarding student recruitment assistance, particularly in Dallas, Garland, Carrollton, Richardson, Plano, Frisco, Allen and McKinney
 - e. Through FY05, Enrollment Management will work with the Multicultural Center to increase student interaction with potential applicants through local high school visits, community college visits, and special events, with some funding provided through local student employment budgets
- 3. Student Affairs will build a GO Team and assist a local high school build its GO Center
 - a. The Multicultural Center will initiate the development of a local GO Team in Spring 2004, having sought general information from Texas Woman's University and the University of North Texas
 - b. Hillcrest High School (Dallas) will build its GO Center throughout FY05 and FY06, with assistance from the Multicultural Center
 - c. Funding for starting the GO Team was provided in the FY04 budget for the Multicultural Center; continued funding will be required for FY05 and later
 - d. FY05-FY06: Enrollment Services and the Multicultural Center will increase coordinated efforts to increase student interest in a college education among local middle school students
- iii. Progress Measures and Obstacles: In each instance, increased applicant and enrollee yield of underrepresented students will determine the degree to which each objective is met

1. Counselor luncheon and new Fiesta Night activities will be evaluated based on an increase over Fall 2003 baseline yields
 - a. Data points at January, March, May to identify success in attracting early application to UTD
 - b. Houston-based counselor will follow up with area counselors in December, February to reinforce efforts and to gather input regarding program efficacy
2. Primary evaluation of the GO Team and the increased involvement of campus organizations will rely on student satisfaction focus groups
 - a. Surveys of GO Team participants each term
 - b. Surveys of GO Team audience members after alternating performances
3. Primary evaluation of the GO Center and the middle school efforts will rely on reports from Hillcrest High School personnel and the middle school administration
 - a. Periodic assessment by targeted surveys about
 - i. GO Team members
 - ii. UTD's participation at the center
 - iii. UTD's contribution to center's success
4. Primary obstacles are more related to budget than personnel or student interest

b. Improve the use of technology to enhance data processing, student access and student success

- i. Priority and Scope: The improved use of technology provides an underpinning to all other initiatives for the Division of Student Affairs.
- ii. Goals, Strategies, Resources:
 1. The university uses Hobson's EMT software to improve recruitment and applicant contact
 - a. Student Systems has provided additional programming support to interface EMT programming with SIS
 - b. Enrollment Services provided additional training to technical support staff for EMT and its interactivity with SIS
 - c. FY05: Enrollment Services will expand its use of EMT and the interactivity with SIS to enhance analysis of application yield
 - d. Across FY05 and FY06, increase use of EMT for admissions correspondence via email rather than printed letter
 2. FY05-FY06: Student Systems will expand its development of user-requested modifications and programs to enhance

- application processing, relying on two new analyst positions (Fall 2003) to provide program development
3. FY05: Registrar's office will expand its use of document imaging and management to improve record storage and access
 4. Admissions office will develop a document imaging and management system (Spring 2004) to improve application processing
 - a. Additional funding will be required to upgrade document scanner during FY05
 5. FY05: Financial Aid office will expand its use of document imaging and management to provide better access to and retention of student financial records
 6. FY05-FY06: Enrollment Management will develop routine programs and reports to provide key performance indicator analysis for Admissions (application timelines), Enrollment Services (application yield by high school district), and Registrar's office (audit trails)
- iii. Progress Measures and Obstacles: For each objective, monthly reports will be analyzed to determine what improvements in efficiency or yield are measurable
1. Monthly analysis of locally developed EMT interfaces with Enrollment Services data and processes by SIS and ES directors
 2. Monthly tabulation of email correspondences between ES and applicants/pre-applicants, by sender (UTD or applicant)
 3. Analysis by term of pre-applicants who become applicants, who are admitted, and who enroll
 4. Annual survey of users who utilize reports from Student Systems regarding customer service, timeliness of reports, accuracy of reports
 5. Term analysis of documents scanned in Registrar's office, with cost analysis to determine effective staff utilization and cost savings
 6. Term analysis of documents scanned in Admissions Office, along with user (faculty) surveys to determine ease of use, security gaps, cost benefit analysis
 7. Term analysis of documents scanned in Financial Aid, to determine cost savings, security enhancements, staff's ease of use of needed documents

III. Future initiatives of high strategic importance: Enrollment Management & Student Systems

The Student Affairs Division will enhance customer service through the development of a one-stop shop approach across Enrollment Management offices and through the development of new processes associated with the implementation of a new student information system.

- IV. Other critical issues related to institutional priorities include the development of a streamlined scholarship award process, the reassignment of freshman admissions decisions to the Enrollment Management division, and the continued focus on student diversity in recruiting.