Strategic Plan for Student Life & Enrollment Management (SLEM)

Drawn from the College’s Strategic Plan, this document provides focus for the areas of Student Services, Academic Advisement, Career Services, Student Programming, and Student Placement Testing for the years 2008-2010.

Mission: It is the mission of the area of Student Life & Enrollment Management to strategically grow enrollment, while providing seamless processes, service excellence, and meaningful engagement, which will lead to student success.

The priorities in this plan derive directly from the initiatives in the Strategic Plan, as referenced below.

**Priority 1:** Develop a Comprehensive Strategic Enrollment Management Plan which will increase enrollment by 3% per year between 2008-2010

A. Expand interactions with area school districts and develop strategies to increase enrollment of high school aged students
B. Expand interactions with communities within service area, and create strategies to increase enrollment of adult students
C. Enhance marketing strategies via web, print, radio and TV
D. Develop strategies which focus on student success and retention
E. Use financial aid/scholarships as a tool to increase enrollment
F. Develop strategies to recruit students from Holmes, Medina, Western Stark and Southwest Summit counties
G. Develop comprehensive enrollment data tracking which includes identifying a Wayne College profile for students who have success and students who do not succeed

**Priority 2:** Achieve student satisfaction ratings (via the Noel Levitz Student Satisfaction Survey) above the median norm of peer institutions

A. Develop strategies to enhance seamless processes which allow students an easier transition to and through Wayne College
B. Develop strategies to enhance service excellence which provide a caring, helpful and student center atmosphere
C. Develop strategies to enhance meaningful engagement which integrates the students academic experiences with learning experiences outside the classroom

**Priority 3:** Enhance physical, social and learning environments to encourage student engagement with the College

A. Remodel the physical layout of the Student Services area to provide the best environment for service and engagement – Make it attractive and service friendly – Provide optimal one-stop service area
B. Model student areas in Student Life Building to provide the best layout for student programming, student organization development, and student dining
Priority 4: Implement a method to measure the achievement of the College’s stated learning outcomes

A. Establish expected Student Learning Outcomes for each area in SLEM

Priority 5: Encourage diversity and inclusive excellence in students' learning experience at the College

A. Enhance student programming to include more activities that will encourage diversity and inclusive excellence
B. Build a relationship with the Akron campus Office of Multicultural Affairs
C. Target specific underrepresented population for intensive recruitment and retention efforts

Priority 6: Establish and carry out appropriate staffing levels

A. Review current workflow in the SLEM areas to determine appropriate staffing now and for changes made over the next three years

Priority 7: Enhance student communication from the SLEM areas

A. Develop strategies to improve electronic communication to students (web, email, telephone)
B. Assist in the implementation of strategies recommended by the Student Communication Task Force
C. Improve messages developed to inform students of critical information

Priority 8: Establish a positive climate for student safety and security

A. Assist in the implementation of strategies recommended by the Safety & Security Task Force

Priority 9: Prepare students for careers and transferring to other colleges

A. Assist in transition from Wayne to employment
B. Assist in transition from Wayne to Akron and other colleges
C. Track graduates and transfers movement
D. Develop a plan to assist “The Undecided Student” to identify a major early in their college experience