

# Enrollment Master Plan – Draft KPI’s

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- I. Academic Quality - Continue to increase the academic preparation of students enrolling at Salisbury University

## Key Performance Indicators

1. Continue to improve the quality of the incoming class profile as measured by average GPA and SAT.
2. Gradually increase the qualification of transfer students from 2.0 to reach a minimum 2.5 GPA for students under 60 credits
3. Increase applications for graduate programs from 500 to 750 (fall)
4. Create a strategic plan that sets targets for ideal honors program enrollment and ensure that all four schools have robust representation
5. Increase the number of students receiving nationally recognized scholarships

- II. Institutional Diversity – Build a diverse enrollment portfolio of students who provide a richer cultural context, a more national and international perspective, an increase in the University’s prestige, and a more stable financial base for Salisbury University

## Key Performance Indicators

1. Increase the ethnic diversity of the University from 21.5% to 25% of the student population
2. Increase graduate enrollment from 8% to 10% of the student population

3. Increase overall international enrollment from 1% to 3% of the student population (nationally average is over 3%)
4. Increase out-of-state students from 14.5% to 17% of the student population

- III. Alignment – The University will improve systems and protocols to ensure that enrollment initiatives and academic programs align to effectively use resources and improve internal and external communication.

## Key Performance Indicators

1. Create a feedback instrument that serves as a link between trend data and APR reports, giving departments the opportunity to provide information on enrollment challenges and successes, while also receiving information on market trends
2. Improve the process for planning and communication new program development
3. Design an appropriate structure for adequately supporting satellite programs

- IV. Resources – Create sustainable resource models that support achievement of enrollment goals

## Key Performance Indicators

1. Align fundraising and enrollment priorities and improve the system for managing named scholarships.
2. Create a funding and budgeting model that incentivizes achievement of targeted growth

priorities and provides a clear mechanism for funding financial aid over the long term.

3. Assess and remove barriers to enrollment and retention for high-revenue populations
4. Document Salisbury University's achievements in advancing the State's priorities to present SU as a superior candidate for continued investment

- V. State and Federal Mandates – Continue to enhance recruitment and retention initiatives that will help the University meet state and federal goals.

#### Key Performance Indicators

1. Increase STEM majors from 17% to 20% of University population
2. Develop and refine practices that increase the number of degrees the University produces
3. Increase the retention rate from 83% to 85%
4. Increase the 4-year graduation rate from 48% to 50% and the 6-year graduation rate from 67% to 73%

- VI. Prepared Graduates – Create an outcomes orientation which helps students and families more clearly understand the return on investment they receive from a Salisbury University education.

#### Key Performance Indicators

1. Collect outcomes information of alumni and solicit student testimonials on the value of their experience at SU
2. Require that all students have an Advanced Learning Experience

as part of their SU experience, which incorporates both some form of undergraduate research and an opportunity to hone presentation skills

3. Market this “common experience” as a benefit to employers, graduate schools, and prospective students
4. Expand opportunities for students to participate in internships and study abroad opportunities, and to acquire foreign language skills
5. Develop strategies to describe the skills and achievements of SU graduates that are based on SU's student learning goals

- VII. Reputation – Expand Salisbury University's reputation nationally and internationally, building on our unique history and sense of place.

#### Key Performance Indicators

1. Create a mechanism to allow faculty, students, and staff to easily share accomplishments that could be used to promote the University
2. Refresh the University website to update the look and improve content management capabilities
3. Increase the network of SU champions regionally and nationally by engaging alumni, mentors, counselors and other important influencers in the Salisbury “story”
4. Promote opportunities for our students to engage with the Eastern Shore, both as students and graduates, to demonstrate the benefits of being a “big fish” in a small community “pond,” and to show Salisbury as a destination with more to offer than just the beach.