An Eye to the Horizon:
An Environmental Scan to Support Strategic Enrollment Management Planning

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ARMSTRONG STATE UNIVERSITY
About Us

- Savannah, GA
- Public, University System of Georgia
- 7,000+ students (approximately 90% undergraduate and 10% graduate)
- Two person IR office
Strategic Enrollment Management (SEM) Plan

- AACRAO Consultant in Summer 2015
- Need to conduct a full fledged environmental scan
- Should be led by IR but an iterative process so all are part of the process
- Presented to the Enrollment Management Council (EMC) responsible for the SEM plan
- EMC consists of key staff, a faculty representative, a dean, and co-chaired by the VP for Student Affairs and the Provost and VP for Academic Affairs
What is Environmental Scanning?

• Extensive data review
  • Collection
  • Organization
  • Communication of findings
• Opportunities for growth
• Possible threats
• Internal and External Sources
Internal data, environment, culture, and trends
Internal Data

- Total Enrollment
- Gender and Age
- Race/Ethnicity
- Location
- Trends by College
- Retention and Graduation Rates by Demographics
More Internal Data

- Student Achievement Measure (SAM) Data
- Survey data including the National Survey of Student Engagement (NSSE) and the CIRP Freshmen Survey from UCLA
Internal Data Sources

- You don’t have to reinvent the wheel.
- Fact Book
- Annual/Semester Reports
- Student Surveys
  - Internal and External
External data, environment, culture, and trends
External Data

- Population growth and breakdown in our area and region
- Income and Cost of Living
- Unemployment
- Educational Attainment
- Top and Growing Industries
- Current Numbers on Local Military Populations
- Community Needs
External Data Sources

- National Student Clearinghouse
- Western Interchange Commission for Higher Education (WICHE)
- Local News
- Local Economic Development Authority
- US Census Bureau
- Bureau of Labor Statistics
- Community Survey Data available through the Chamber of Commerce
- Coastal Georgia Indicators Coalition
But, what does it all mean?

- Piecing the story together
- Presentation of findings
- Next steps....
Recruitment and Retention Subcommittees

- Starting point for creating their plans
- New questions along the way
- Used in other areas
Outcomes

• Restructured/adjusted both in-state and out-of-state recruitment territories
• Complete overhaul of admissions process
• Holistic review process
• Hired multicultural recruiter, created Spanish language recruitment pieces
• Strengthened military friendly practices
• Restructured academic advising
• Created Student Success Center
• Added course waitlisting
• Renewable scholarships
Thank you!
Any Questions?
What are your experiences?
Do you have sources you use?

KEEP CALM AND CITE YOUR SOURCES