

STRATEGIC ENROLLMENT MANAGEMENT (SEM) PLAN

DR. KRISSY SURFACE

Vice Chancellor for Enrollment Management and the
Student Experience

RYAN WOOLEY

Associate Vice Chancellor for Enrollment Management

Strategic Enrollment Management (SEM) Plan

STEERING COMMITTEE

- **RON FRIEDMAN, DEAN**
College of Science
 - **MELISSA GRUYS, DEAN**
Doermer School of Business
 - **JANET BADIA, DEAN**
College of Liberal Arts
 - **JOHN O'CONNELL, DEAN**
College of Visual and Performing Arts
 - **ISABEL NUNEZ, DEAN**
School of Education
 - **GARY STEFFEN,**
Interim Dean, College of Engineering,
Technology, and Computer Science
 - **IRA H MODRY-CARON**
Executive Director, Institutional Research
 - **ANDREW KOPEC**
Assistant Director, Ivy Tech Transfer Initiatives
 - **KENT JOHNSON**
Assessment, Accreditation, and Student Success
 - **ABE SCHWAB**
Director, Graduate Studies
 - **GIANG PETROVIK**
Director, New Student Programs
 - **MARCUS WEEMES**
Director, Student Housing
 - **RON HERRELL**
Director, Financial Aid
 - **MAUREEN LINVILL**
Assistant Director, International Education
 - **RHONDA MERIWETHER**
Director, The Multicultural Center
 - **KAREN VAN GORDER**
Executive Director, Continuing Studies
 - **JENNA HOPPE,**
Senior Director, First-Year Advising Center
 - **DAVID JOHNSON**
Associate Vice Chancellor, Communications and
Marketing
- Project Sponsors:*
- **KRISSY SURFACE**
Vice Chancellor
 - **RYAN WOOLEY**
Associate Vice Chancellor

Strategic Enrollment Management (SEM) Plan

SEM PROCESS OVERVIEW

- Began work for Huron Consulting Group January 1, 2023
- Huron conducted information gathering interviews with faculty and staff and opened an email feedback process to solicit additional insights
- In partnership with Huron, the Steering Committee identified strategic priorities, a statement of purpose, enrollment goals, strategic initiatives, and associated action items
- SEM Plan was finalized May 1, 2023
- Summer 2023:
 - Project Sponsors verified directional correctness with Cabinet
 - Strategic Priorities divided into working plans for years 1, 2 and 3 respectively
 - Implementation co-chairs selected
 - Implementation plan vetted and approved by Cabinet
- Today – Faculty Senate update

STATEMENT OF PURPOSE

Purdue Fort Wayne aspires to engage, retain, and graduate a diverse and talented student body by fostering success through intentional services and a supportive experience for students at all stages of their academic careers.

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SEM STRATEGIC PRIORITIES

1. THE STUDENT EXPERIENCE

Establish a streamlined, engaging, and holistic student experience for all students by ensuring that university offices, processes and policies are student-focused and designed with student success as the top priority.

2. REGIONAL PUBLIC IDENTITY

Position Purdue Fort Wayne as the destination of choice for students in northeast Indiana seeking an undergraduate degree or graduate study, underscoring PFW's role as a critical contributor to economic and workforce development in the region.

3. THE STUDENT MIX

Determine the ideal mix of students (e.g., undergrad, graduate, international, transfer, returning adults) to align with the student desires, market demand, and PFW's strength as a university.

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SEM IMMEDIATE NEXT STEPS

- Giang Petroviak and Andrew Kopec have accepted the roles as Co-Chairs of the SEM Plan Implementation
- Meetings with Deans, CASSAC and APSAC to begin 9/12
- Working groups will convene and begin work October-December
- Discussion during October's Strategic Plan full university workshop
- Back to Faculty Senate in January to update and verify
- Implementation of year 1 strategic activities January-April 2024
- SharePoint site will be developed and announced via Inside PFW
- There are already small items being implemented and as announced last week, we are starting from significant fall 2023 enrollment gains!

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FALL 2023 ENROLLMENT

- **6.6 percent increase** in new undergraduate enrollment
 - 15.2 percent increase in adult admits
 - 14.2 percent increase in high school admits
 - 116.7 percent increase in Titan to Mastodon admits
- **1.5 percent increase** in retention of full-time, first-time undergraduate
- **1.2 percent increase** in undergraduate credit hours enrolled
- **1,599 students** living in university housing
 - 21.5 percent of students living on campus
- **86.3 percent retention** of underrepresented minority students from fall 2022 to spring 2023

THANK YOU!

PURDUE
UNIVERSITY

FORT WAYNE