

Strategic Plan Goal 2: Enrollment

We will increase the size of the student body by 3% by Fall 2010.

To realize this goal, we will

- develop, implement and maintain marketing strategies that demonstrate Lander's value and unique identity which positions Lander for future growth at the regional and national levels;
- develop a more effective recruitment process that attracts students who have the potential to succeed;
- develop and maintain programs to ensure reasonable academic success for all admitted students;
- realize the maximum benefit of scholarships and work-study opportunities.

Reporting Unit	Unit/Program Goal	Strategic Goal Supported	Score	Evaluation Met (3.00 – 2.01) Partially Met (2.00 – 1.01) Not Met (1.00 – 0.01) Not Evaluated (0.00)	Additional Resources Requested
1. Academic Success Center	Provide a successful program for students on academic probation	Enrollment	2.00	Partially Met	\$0.00
2. Academic Success Center	Provide a successful SPRINT Program	Enrollment	2.00	Partially Met	\$0.00
3. Academic Success Center	Provide a successful tutoring program	Enrollment	2.50	Met	\$0.00
4. Admissions	To manage enrollment for both the appropriate number and quality of student(s)	Enrollment	2.43	Met	\$0.00
5. Campus Recreation	Campus recreation will offer students, faculty and staff the opportunity for free play and exercise by maintaining its current facilities	Enrollment	Not Scored	Not Evaluated	\$0.00
6. Campus Recreation	Increase the number of students, faculty, and staff participating in Intramural sports	Enrollment	Not Scored	Not Evaluated	\$0.00
7. Campus Recreation	Students, faculty, and staff will be satisfied with their Outdoor Adventure experience	Enrollment	Not Scored	Not Evaluated	\$0.00
8. Career Services	Career Services assisted Lander University students and alumni in developing self-knowledge about career choices, career development opportunities and resources for professional growth and development	Enrollment	No Scored	Not Evaluated	\$0.00
9. Career Services	Students and Alumni are satisfied with the services they received	Enrollment	Not Scored	Not Evaluated	\$0.00

10. Experience Your Education (EYE) Program	Strengthen Lander University's ability to provide experiential learning opportunities	Enrollment	2.75	Met	\$0.00
11. Financial Aid	Realize the maximum benefit of scholarships	Enrollment	3.00	Met	\$0.00
12. Registrar's Office	Provide timely and accurate service for evaluation of official transcripts	Enrollment	2.50	Met	\$0.00
13. Student Activities	Students are satisfied with their experiences in a Department of Student Activities' sponsored event, program, etc.	Enrollment	3.00	Met	\$0.00
14. Student Activities	To connect freshmen students to Lander University's campus, traditions, cultures, academic venues, and the Greenwood community	Enrollment	3.00	Met	\$0.00
TOTALS FOR STRATEGIC PLAN GOAL 2: ENROLLMENT			2.57	Met	None Requested