

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 which position Lander for future growth at regional and national levels;
- develop effective recruitment and retention process to attract students who have the potential to succeed;
- develop and maintain programs to ensure reasonable academic success for all admitted students;
- ensure the maximum benefit of scholarships and work-study opportunities.

Reporting Unit	Unit/Program Goal	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 Required to Achieve or Sustain Results
1. Academic Success Center	Provide a successful program for students on academic probation	3.00	Met	\$0.00
2. Academic Success Center	Provide a successful tutoring program	2.50	Met	\$0.00
3. Admissions Office	To manage enrollment for both the appropriate number and quality of student(s)	2.21	Met	\$0.00
4. Campus Recreation	Campus recreation will offer students, faculty and staff the opportunity for free play and exercise by maintaining its current facilities	2.50	Met	\$0.00
5. Campus Recreation	Increase the number of students, faculty, and staff participating in Intramural sports	2.00	Partially Met	\$0.00
6. Campus Recreation	Students, faculty, and staff will be satisfied with their Outdoor Adventure experience	3.00	Met	\$0.00
7. 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	3.00	Met	\$2,500.00 ¹
8. Career Services	Students and Alumni are satisfied with the services they received	3.00	Met	\$0.00

¹ In order to provide more accessible services, updated on-line assessments, workshops, resume writing templates, and interviewing skills information need to be purchased. These instruments would also assist students and alumni who do not live on-campus and who may be taking on-line courses to explore career choices and assist them in preparing for the workplace market.

9. Experience Your Education (EYE) Program	Strengthen Lander University's ability to provide experiential learning opportunities	2.50	Met	\$0.00
10. International Programs	The Office of International Program in cooperation with the Office of Admissions will attract and retain high-quality students around the Globe	Not Scored	Not Evaluated ²	\$0.00
11. Monsanto Gallery	To promote the university to potential students	3.00	Met	\$1,000.00 ³
12. Registrar	Provide timely and accurate service for evaluation of official transcripts	3.00	Met	\$0.00
13. Residence Life	Provide a residence life environment that promotes the opportunity for resident students to grow and develop academically and socially	2.75	Met	\$0.00
14. Student Activities	Develop Student Leadership Program	1.00	Not Met	\$0.00
15. Student Activities	Increase number of students attending University Program Council-Sponsored (U.P.C.) events	1.66	Partially Met	\$0.00
16. Student Activities	Students are satisfied with their experiences in a Department of Student Activities' sponsored event, program, etc	3.00	Met	\$0.00
17. Student Activities	To connect freshman students to Lander University's campus, traditions, cultures, academic venues, and the Greenwood community	3.00	Met	\$0.00
18. Wellness Center	(Counseling Services) Counseling Services assist students in reaching their personal and/ or academic goals	3.00	Met	\$0.00
19. Wellness Center	(Counseling Services) Students are satisfied with the services they receive	3.00	Met	\$0.00
20. Wellness Center	(Disabilities Services) Assist students in reaching their personal and/ or academic goals	3.00	Met	\$0.00
21. Wellness Center	(Disabilities Services) Students are satisfied with the services they received	3.00	Met	\$0.00
22. Wellness Center	(Disability Services) Students identified the Disability Services staff as caring and competent in treating their identified disability issues	3.00	Met	\$0.00
23. Wellness Center	(Health Services) Students identified the Health Services staff as caring and competent in treating their identified health issues	3.00	Met	\$0.00
24. Wellness Center	(Wellness Center) Students are satisfied with the Wellness Center Programs presented	3.00	Met	\$5,000.00 ⁴
TOTALS FOR STRATEGIC PLAN GOAL 2: ENROLLMENT		2.70	Met	\$8,500.00

² Indicators of Success and Expected Outcomes have not been identified.

³ The costs of receptions have risen significantly.

⁴ Additional funding resources are needed to provide students with incentives to attend and/or participate in programming in addition to providing programming.