

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. Alumni Affairs	Alumni will be actively involved with their alma mater	3.00	Met	\$0.00
2. Experience Your Education (EYE) Program	Strengthen Lander University's ability to provide experiential learning opportunities.	2.50	Met	\$0.00
3. Financial Aid	Realize the maximum benefit of scholarships	2.00	Partially Met	\$0.00
4. Honors International Program	Promote student enrollment in honors coursework	1.50	Partially Met	\$0.00
5. University Relations and Publications	Support Admissions Office through timely completion of promotional materials	3.00	Met	\$2,000.00 ¹
TOTALS		2.40	Met	\$2,000.00

¹ Funding should be moved on a permanent annual basis from Admissions to University Relations to cover the cost of photography for Admissions publications.