



# K-State 2025 Strategic Action and Alignment Plan

College or Major Unit: Student Life

Department: Undergraduate Admissions

1. What are your Department’s mission and vision and how does your organization contribute to achieving the University’s and your College’s/Major Unit’s vision for K-State 2025?

The Office of Admissions at Kansas State University is committed to providing access to higher education to the residents of our state and beyond. We support the academic mission of the University and strive to model exceptional constituent service to the general public and the campus community.

2. What are your Department’s **key** strategic activities and outcomes?

3. Identify [in brackets] which of your Department’s strategic outcomes are directly linked to your College’s/Major Unit’s outcomes. *(If your Department or similar unit is not in a College or Major Unit, skip this question.)*

| Key Activities   | Short Term (2013 - 2015)<br>Key Outcomes   | Intermediate (2016 - 2020)<br>Key Outcomes   | Long Term (2021 - 2025)<br>Key Outcomes   |
|--|--|--|---|
| <i>What we plan to do...</i>   | <i>What we expect to happen...</i>   | <i>What we expect to happen...</i>   | <i>What we expect to happen...</i>  |
| Goal I-A, 1 and 1b) Expand our capacity to recruit a talented and diverse student population. Develop new and innovative ways to use technology to better inform prospective students. <ol style="list-style-type: none"> <li>On board students into the college search process at an earlier stage.</li> <li>Meet the Board of Regents mandated admission requirements for 2015.</li> </ol> | Bring students into the search process as early as their sophomore year in high school. Increase the number of prospective students, and increase the number of students participating in formal campus visit programs. [SL:I-A, 1]<br>Provide interim training and education on the 2015 admission requirements to high school counselors. Implement an admissions application process that will allow students to self report their high school course completion and GPA. Maintain K-State’s market share after the implementation of the 2015 admission requirements. [SL:I-A, 1b] | Review the demographic mix of students within all of our high school markets, and increase the number of students moving through the contact stage, to visit stage, to applicant and enrolled stages. [SL:I-A, 1]<br>Continue to automate the entire admissions application process to include on-line status check opportunities for applicants. Continue to provide an application process that will aid in maintaining K-State’s market share. [SL:I-A, 1b] | Review the demographic mix of students within all of our high school markets, and increase the number of students moving through the contact stage, to visit stage, to applicant and enrolled stages. [SL:I-A, 1]<br>Maintain an admissions application process that is on the leading edge and above the industry standard. [SL:I-A, 1b] |
| (Goal I-B, 5) Develop and implement a transfer program to meet the unique needs of Kansas Community Colleges. <ol style="list-style-type: none"> <li>Enhance transfer articulation information.</li> </ol>   | Develop an interactive transfer articulation table to allow prospective transfer students the opportunity to perform on-line “what if” reviews by inserting their transfer courses into the degree requirements of multiple possible academic majors. [SL:I-B, 5]  | Provide an on-line degree audit service for prospective transfer students. [SL:I-B, 5]   | Develop a dual admission process for students attending a Kansas community college. [SL:I-B, 5]   |

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|---|--|---|---|
| (Goal III-D, 1c) Expand career services to support professional development of graduate students. | Hire 1 graduate student in the Student Personnel Program, and train the student in the areas of college admissions. [SL:III-D, 1c] | Hire 2 graduate students in the Student Personnel Program, and train the student in the areas of college admissions. [SL:III-D, 1c] | Hire 3-5 graduate students in the Student Personnel Program, and train the student in the areas of college admissions. [SL:III-D, 1c] |
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4a. What resources and/or opportunities exist for your Department to achieve its vision and outcomes?

Assistant and Associate Directors are currently available to provide partial assistance in meeting the 2015 admission standards, and to implement a transfer articulation tool.

4b. What resources and/or opportunities are needed for your Department to achieve its vision and outcomes?

Additional technical staffing is needed to be able to fully implement a comprehensive transfer articulation tool, and to improve the targeting of prospective students at the sophomore level.

5. How do you propose to acquire the resources needed for your Department to accomplish its vision and outcomes?

Additional resources need to be provided by the University.

6. How does your plan link to the K-State 2025 University Benchmark Metrics, Common Elements, and Thematic Goals, Outcomes, and Metrics?

(See below)

**6. Departmental Links to K-State 2025 University Benchmark Metrics, Common Elements, and Thematic Goals, Outcomes, and Metrics**

| Links to Benchmark Metrics   |
|--|
| B-6 - Freshman-to-sophomore retention rate<br>B-7 - Six-year graduation rate |

| Links to Common Elements                                |
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| CE-1 - Communications and Marketing<br>CE-3 - Diversity |

| Links to University Thematic Goals, Outcomes, and Metrics  |  |  |  |
|--|--|--|--|
| Links to 2025 Thematic Goals and Metrics   | Links to Short Term Outcomes (2011 – 2015)   | Links to Intermediate Outcomes (2016 – 2020)   | Links to Long Term Outcomes (2021 – 2025)  |
| <p><b>T2 - Undergraduate Educational Experience (JEE)</b></p> <p><b>Theme 2 Metrics:</b><br/>T2-6 - % of undergraduate enrollment by demographic group<br/>T2-7 - Student satisfaction and utilization rates</p> | <p>T2-A - Excellent, customized academic advising and services available to all students to support their success and degree completion</p> <p>T2-G - Successful recruitment and retention strategies that address our entire student population</p> <p>T2-H - Improved six-year graduation rates and retention ratios</p> | <p>T2-N - Ongoing improvement of six-year graduation rates and retention ratios</p>                                    | <p>T2-Q - Freshman to Sophomore retention ratios comparable to benchmark institutions</p> <p>T2-R - Six-Year graduation rates comparable to benchmark institutions</p> |
| <p><b>T3 - Graduate Scholarly Experience</b></p>   | <p>T3-A - Competitive compensation and support available for GRAs, GTAs, and GAs</p>   | <p>T3-I - Increased participation by our graduate students in unique high level learning and experiential training</p> | <p>T3-N - National and international reputation for outstanding graduates with demonstrable career success</p>   |