

Appendix Q - Enrollment Management Plan (2009-2016) Summary

In 2011, HSU developed the [2009-2016 Enrollment Management Plan](#), which aimed at improving

- declining retention and graduation rates of male students;
- overall low retention and graduation rates;
- below-average retention and graduation rates for Native American, African American, Asian-American, and Pacific Islander students;
- low retention rates for lower-division transfer students and declining retention rates for upper-division transfer students; and
- low retention rates for students who begin without a declared major.

To accomplish these improvements, the plan recommended that the University do the following:

- continue researching factors affecting student success and completion;
- review and disaggregate longitudinal data;
- establish intervention programs for at-risk students, especially probationary students;
- enhance University-wide academic advising and academic support efforts;
- increase attention to student involvement initiatives;
- enhance “customer service” throughout campus; and
- implement a plan to eliminate the achievement gap for URG.