WSUTC Division of Enrollment Management and Student Services
DRAFT Strategic Map: 2014-2017

Deliver Efficient and Effective Services to Grow Enrollment and Develop a Dynamic and Engaging Campus Life

Develop Sustainable and Manageable Enrollment Growth
- Involve Faculty More in Recruitment
- Expand Transfer and Bridges Programming
- Enhance Student Ambassador Program
- Establish a High-Quality Campus Visit Program
- Leverage Financial Aid More Effectively
- Expand International Recruitment Efforts

Increase Awareness and Communication of Services
- Implement a Comprehensive Communications and CRM Strategy
- Implement an External Branding and Marketing Plan
- Improve Web Content and Resources
- Assure Inclusion in the Student Decision Making Process
- Leverage ZZUSIS More Effectively
- Implement a One-Stop Shop for Student Services

Improve Campus Life
- Expand Dedicated, Inviting, and Safe Student Spaces
- Establish a Registered Student Organization Center
- Build a Student Union Building
- Build On-Campus Housing
- Build a Campus Recreation Center

Provide New and Innovative Services
- Enhance New Student Orientation
- Grow Student Financial Services
- Implement a Chancellor Scholars Program
- Develop More Parent and Family Resources
- Provide More Student Support Services

Strengthen Organizational Infrastructure
- Improve Office Space
- Leverage ZZUSIS More Effectively
- Implement a Staff Development Program
- Streamline and Automate Student Processes
- Revise Policies and Procedures to Ensure Best Practices

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Establish a Campus Culture of Strategic Enrollment Management and Retention

Establish a Culture that Supports Assessment, Accountability, and Transparency

Establish a Culture of Inclusion and Social Justice