

## Mission, Vision, and Goals (2014-2017)

### Mission Statement

### Vision Statement

### Key Long-term Strategic Objective

**UNIVERSITY TARGET: TO REACH AN ENROLLMENT OF 20,000 STUDENTS WITHIN TEN YEARS IN A FISCALLY RESPONSIBLE MANNER WHILE STRENGTHENING HIGH ACADEMIC STANDARDS.**

**College of Education Target:**

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**UNIVERSITY GOAL 1: MAINTAIN AND ENHANCE AN INNOVATIVE AND VIBRANT EDUCATIONAL ENVIRONMENT THAT SUPPORTS TEACHING AND PROMOTES LEARNING.**

**University Objective 1.1 Improve academic success among undergraduate and graduate students and promote student engagement with learning.**

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**University Objective 1.6: Recruit, recognize, develop, and retain high quality faculty.**

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**University Objective 1.7: Develop and maintain high-quality online and blended courses and programs to accommodate wide-ranging learner needs and exat-**

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**University Objective 3.2: Provide a safe, supportive, inclusive, and civil environment for all students that fosters a sense of community within the University.**

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**University Objective 3.4: Provide quality and accessible facilities to address the growing service and programmatic needs of the University.**

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**University Objective 3.5: Increase faculty and staff participation with student organizations and activities**

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**UNIVERSITY GOAL 5: STRENGTHEN FINANCIAL SUPPORT OF THE UNIVERSITY**

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**University Objective 5.5: Collaborate with the USA Foundation to increase institutional**

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**University Objective 6.5: Develop strong partnerships with organizations directly involved in regional economic, civic, and cultural development.**

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**THE PICTURE IN FALL 2010**

graduate Enrollment Report 2004-2009

If the past is prologue, then the nation, state, and the University will continue to be challenged

3. Local Employment.

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## The National Picture

CGS/GRE Survey of Graduate Enrollment and Degrees

Graduate Applications--



2012 2011 2010 2009 2008 2007

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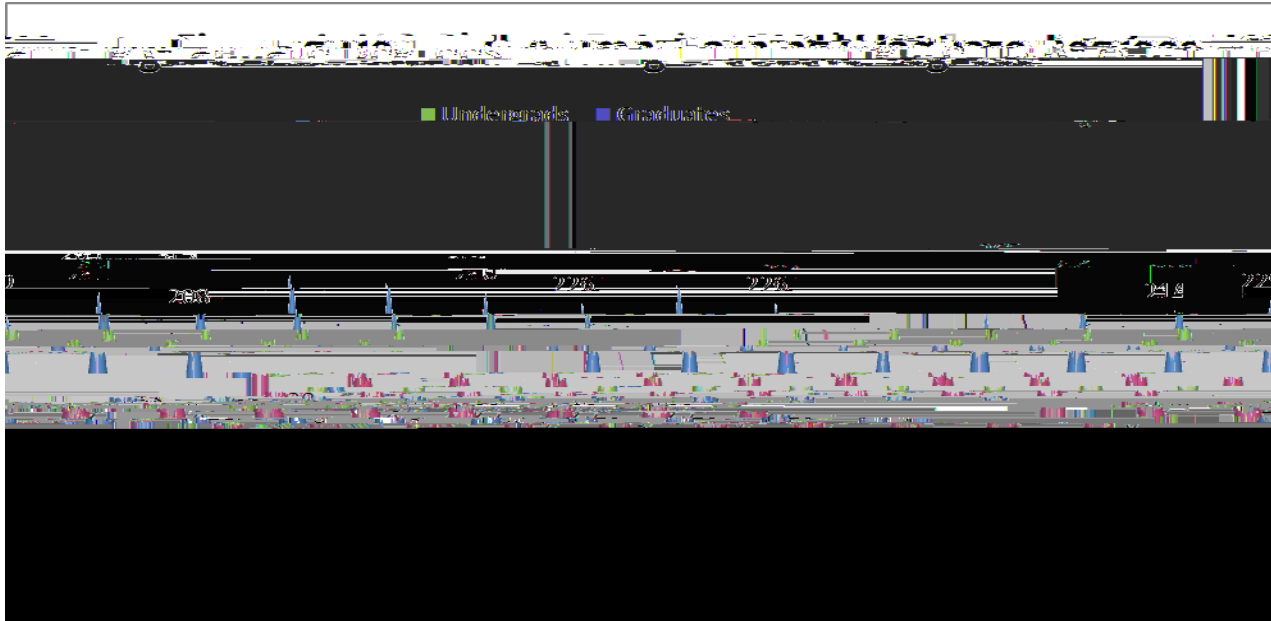
**The Local Picture**











## EXPLAINING THE DECLINE IN GRADUATE ENROLLMENTS

The downturn in the economy appears to have played a significant role in the decline in enrollments in education, especially at public universities by and among more vulnerable populations (i.e., working women, part-time students, and recent graduates seeking their first position). In addition, a set of policy changes at both the college and state level were implemented that were intended to improve the overall quality of applicants, selected degree programs, and graduates seeking certification. These changes appear to have constrained the applicant pool and thereby lowered the number while increasing the quality of candidates. In addition, the proliferation of on-line graduate programs (NB: University of West Alabama), an increased emphasis on paid summer professional development workshops for school employees, and the threat and/or reality of unemployment for school employees and family members seem to have made their contribution to the constellation of causes for declining enrollments as well.

## **GOING FORWARD**

COE Graduate Enrollment Strategies









## **Appendix B**

### **College of Education GRADUATE ENROLLMENT STRATEGIES 2013**

**High Impact and High Ease of Implementation**

**High Impact, but Difficult to Implement**

**Low Impact but Easy to Implement**



## Appendix C

### College of Education Recruitment Board

Recruit, Retain, Reward, Repeat

**GOAL:**

**OBJECTIVE**

**TASKS:**

**OVERALL PROCESS:**

## Appendix D