



Importance of Enrollment, Retention & Student Success

February 18, 2020 | 1:40-2:30 pm | College of Business Auditorium

What is ROI?

The Resource Optimization Initiative (ROI) is an ongoing, data-informed, campus-wide effort to optimize the UCA budget in the face of unpredictable enrollment trends and limited state funding. Now in its third year of operation, ROI allows UCA to identify and align existing internal resources to support student success, invest in strategic initiatives, build financial reserves, and retain employees at a competitive market salary.

Session Focus

Today's session will focus on the importance of enrollment, retention, and student success to the university's budget outlook and highlight current campus efforts and initiatives.

Why is this important?

- ROI is important to ensure that UCA remains a choice university and positioned to fulfill our mission and thrive during an era of uncertainty for public and private universities and colleges.
- A campus-wide commitment to and focus on student success are vital for ensuring a healthy and relevant future for the University of Central Arkansas and safeguarding our role in providing an educated citizenry.

How are we addressing this issue?

- Using predictive analytics for the development of significantly broader outreach territory and an intentional recruitment funnel designed around potential for students' success at UCA.
- Structuring critical communication and engagement activities to improve the yield on the incoming freshman class.
- Coordinating efforts in student services, academic affairs, student success, student support, best practice, innovation, data gathering, reporting, and interpretation, via the Council for Student Success (CSS).
- Employing research-based targeted success initiatives include Momentum Year, meta-majors, co-curricular transcripts, embedded academic (professional staff) advisors, 15 to Finish, and Math Pathways.
- Identifying and removing internal structures that create barriers to student matriculation.
- Centralizing the conversation around excellence in teaching.



RESOURCE OPTIMIZATION INITIATIVE

Key Takeaways

- ROI is a campus-wide effort for stakeholders to shape the future of the university.
- Enrollment management is a collective, university-wide effort that involves every single UCA faculty and staff member.
- Student success is a metric for which we are all responsible.
- We are all part of the lift, but what happens in the classroom is of paramount importance.