



Student Affairs Committee

PRESENTED BY

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Florida Agricultural and Mechanical University



2010/2020 Vision with Courage: Recruitment in a New Era

DIVISION OF STUDENT AFFAIRS



Executive Summary

- The Division of Student Affairs will provide exemplary student support services to the campus community where all students will be motivated to be successful. They will be given various academic, social and technological opportunities that ensure their success at the university and the community.





Goals

- **President's Goal: To be a best-in-class land grant, doctoral research, and student – centered university that serves African Americans and low wealth students with an international presence.**





Strategy

Division of Student Affairs

- **Strategic Initiative 1:** 21st Century Living and Learning Community
- **Strategic Initiative 2:** Excellence in Process and Procedure
- **Strategic Initiative 3:** Develop, Enhance, and Retain Resources to Achieve Mission
- **Strategic Initiative 4:** Excellence in University Relations and Development
- **Strategic Initiative 5:** Enhance Environment to Promote Internationalization, Diversity, and Inclusiveness





Implementation Plan

Division of Student Affairs

- Goal 1: Leverage technology, staff cross training, and evaluation of business process to expedite recruitment, admissions, and financial aid.
- Goal 2: Survey administration and staff to assess best practices to improve business process and implement strategies recommended. Establish continuous incremental change by identifying change agents and change resisters. Empower staff by widening the circle of involvement in the improvement of business processes.
- Goal 3: Increase student critical thinking through education and participation in business processes. Establish student liaisons in critical areas. These students will be trained in specific areas of campus safety, recruitment, retention, progression, and graduation. Student liaisons will communicate with current and future students via social media, town hall meetings, first year experience courses, academic success courses, and scheduled events for faculty, staff, and students.
- Goal 4: Implement programming university wide to promote a diverse campus. Establish living learning communities in the residence facilities to promote cohort learning.





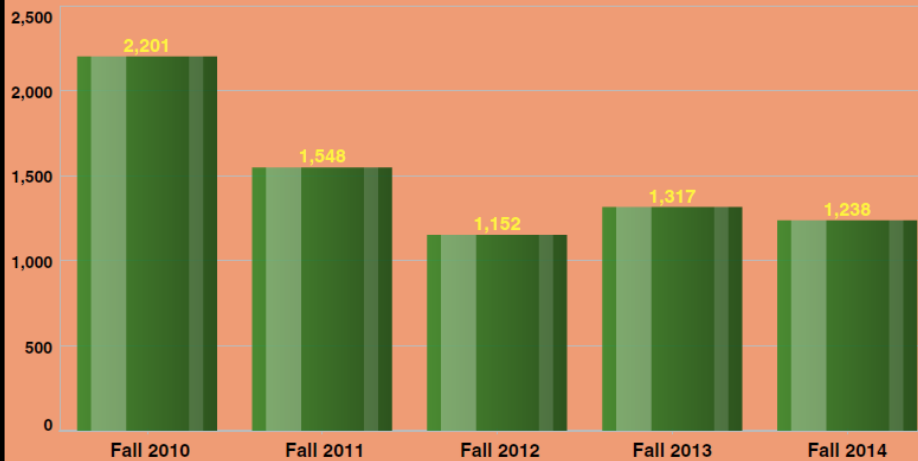
Outcomes & Metrics

Division of Student Affairs

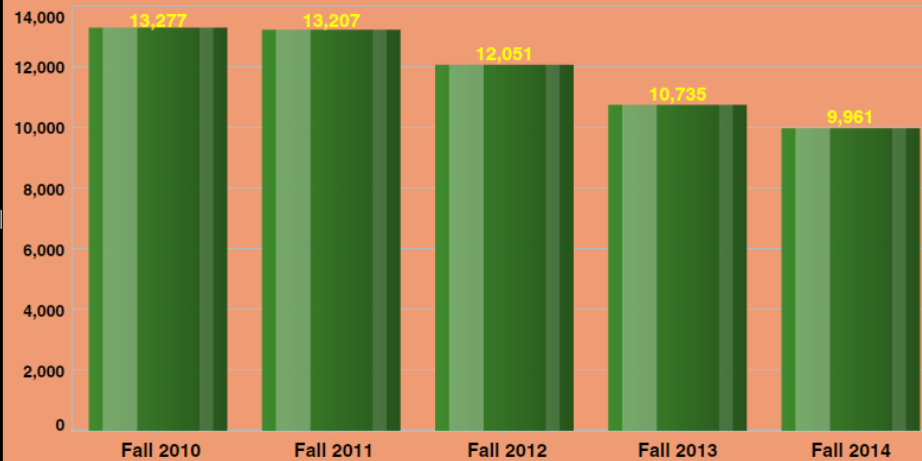


DIVISION OF STUDENT AFFAIRS

FTIC ENROLLMENT



TOTAL ENROLLMENT



Data Source: PeopleSoft Campus Module as of 8/27/2014





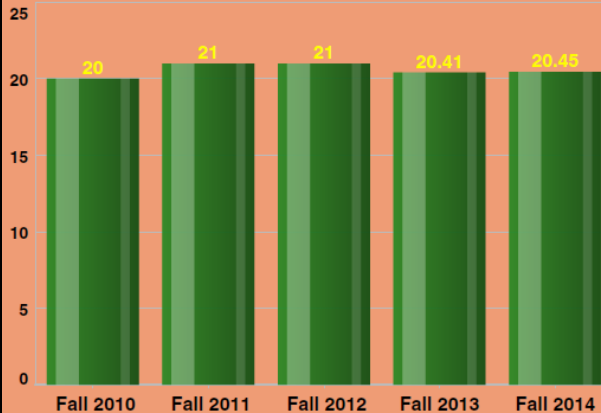
Outcomes & Metrics

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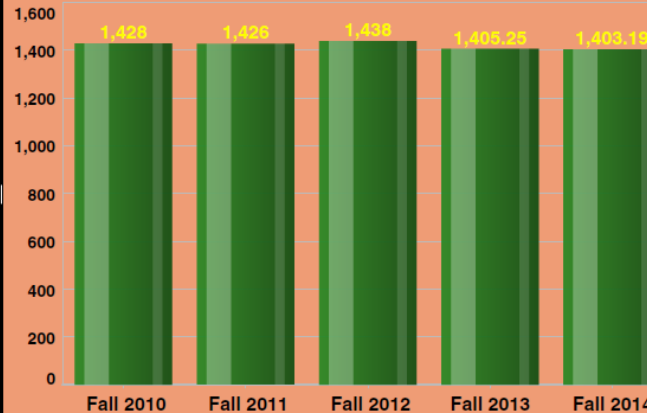


DIVISION OF STUDENT AFFAIRS

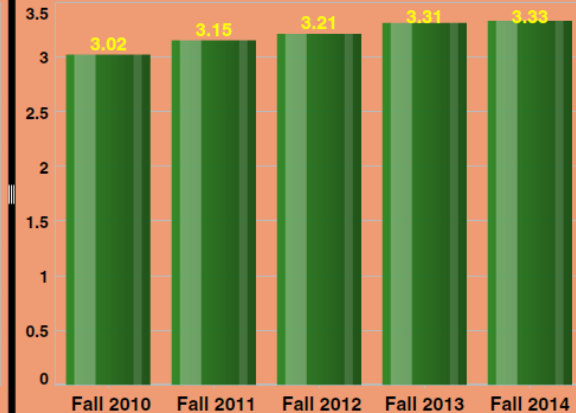
AVERAGE ACT



AVERAGE SAT



AVERAGE GPA



Data Source: PeopleSoft Campus Module as of 8/27/2014





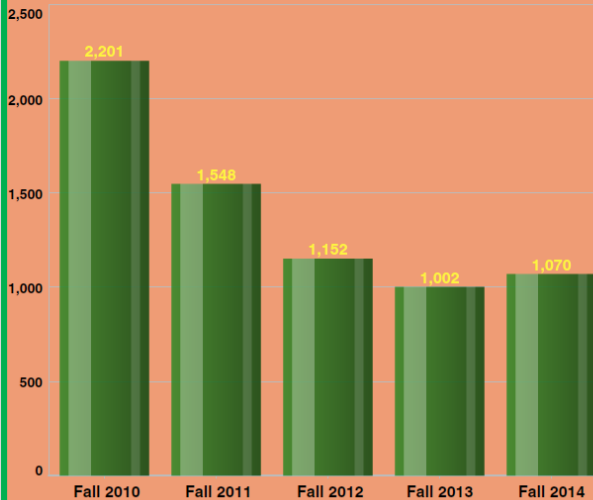
Outcomes & Metrics

Division of Student Affairs

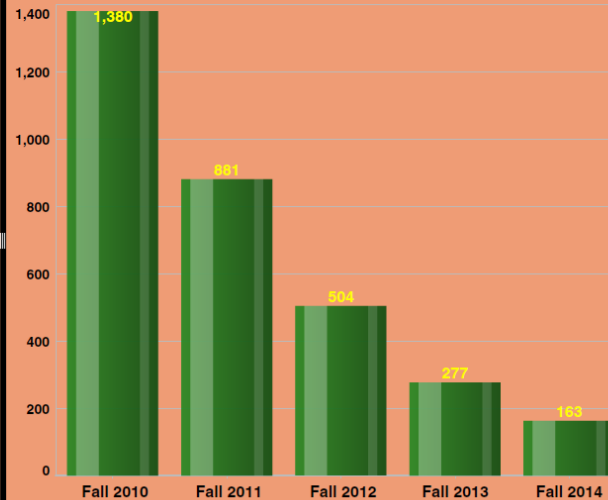


DIVISION OF STUDENT AFFAIRS

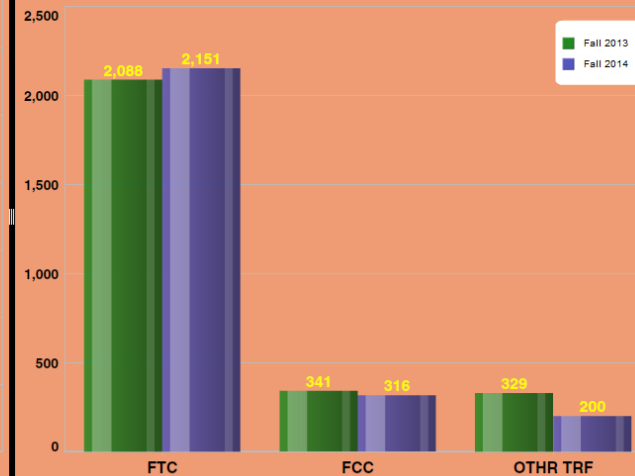
FTIC ENROLLMENT



ACCESS OPPORTUNITY STUDENTS (ENROLLED)



Admits 2013 vs 2014





Housing Occupancy

Division of Student Affairs

Facility	TOTAL SPACES CAPACITY FALL 2014	9/8/2014	9/8/2014
		Total Spaces Occupied Fall 2014	Percentage Filled Fall 2014
FAMU Village	800	742	92.75%
Truth Hall	103	100	97.09%
Gibbs Hall	302	251	83.11%
Sampson	159	156	98.11%
Young	79	78	98.73%
PADDYFOTE COMPLEX	227	220	96.92%
Palmetto South	356	344	96.63%
Phase III	356	338	94.44%
Total	2506	2230	93.58%





Enrollment Management

Division of Student Affairs

- National Merit Semifinalist
- SUS Director's Tour
- Presidents Tour
- Fall and Spring Preview
- National Intent





Potential Challenges

Division of Student Affairs

- Financial need of student population
- Renovation of existing facilities
- College Preparedness of High School Students
- Leveraging Technology
- State/Community College 4 year degrees
- Increase Recruitment Effort Campus-wide



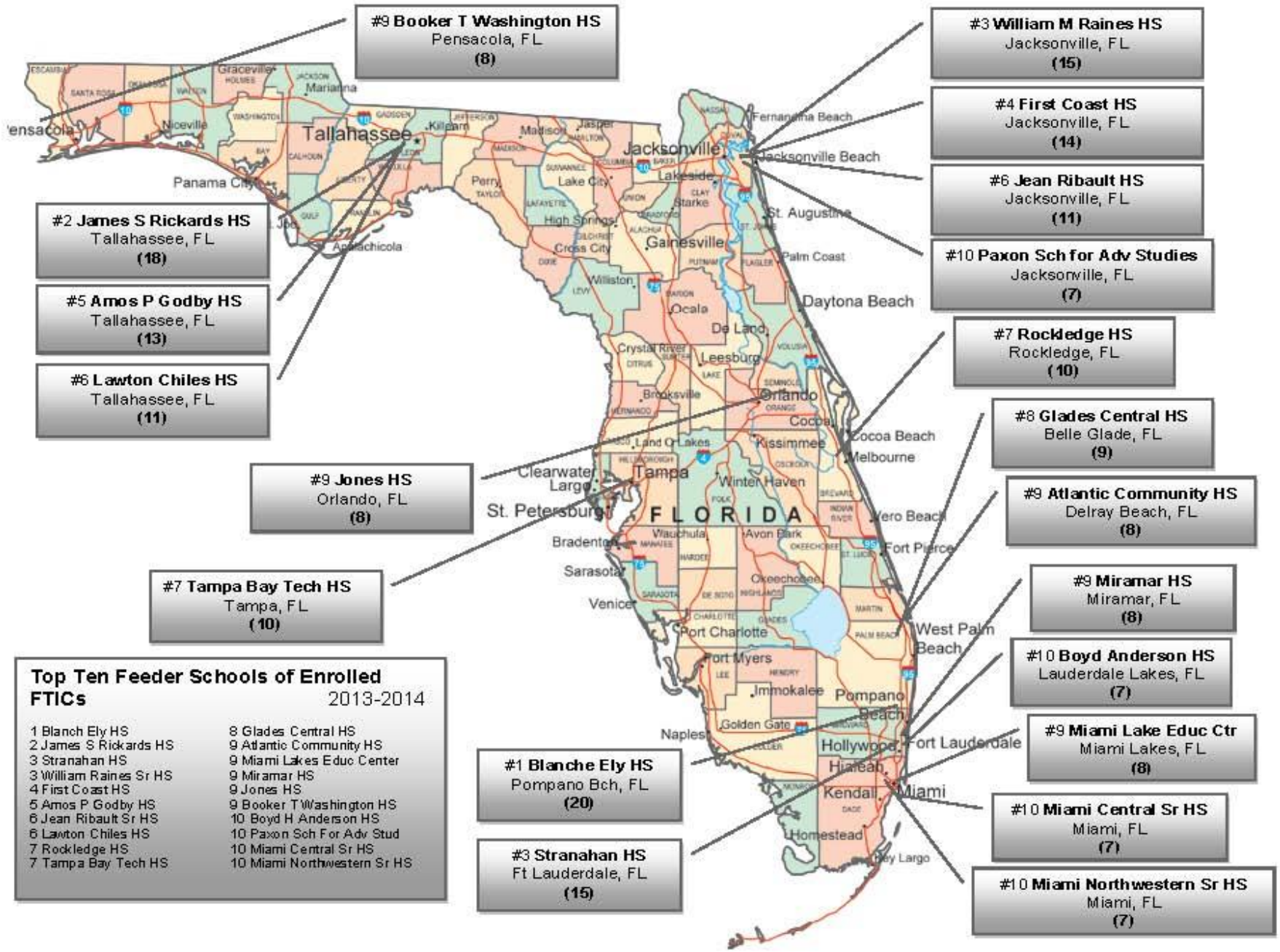


Next Steps

Division of Student Affairs

- Increased outreach through Branding campaign
- Increased participation in recruitment campus-wide
- Increase diversity through strategic recruitment
- Customer Relations Management





#9 Booker T Washington HS
Pensacola, FL
(8)

#3 William M Raines HS
Jacksonville, FL
(15)

#2 James S Rickards HS
Tallahassee, FL
(18)

#4 First Coast HS
Jacksonville, FL
(14)

#5 Amos P Godby HS
Tallahassee, FL
(13)

#6 Jean Ribault HS
Jacksonville, FL
(11)

#6 Lawton Chiles HS
Tallahassee, FL
(11)

#10 Paxon Sch for Adv Studies
Jacksonville, FL
(7)

#9 Jones HS
Orlando, FL
(8)

#7 Rockledge HS
Rockledge, FL
(10)

#7 Tampa Bay Tech HS
Tampa, FL
(10)

#8 Glades Central HS
Belle Glade, FL
(9)

#9 Atlantic Community HS
Delray Beach, FL
(8)

#9 Miramar HS
Miramar, FL
(8)

#10 Boyd Anderson HS
Lauderdale Lakes, FL
(7)

#9 Miami Lake Educ Ctr
Miami Lakes, FL
(8)

#10 Miami Central Sr HS
Miami, FL
(7)

#10 Miami Northwestern Sr HS
Miami, FL
(7)

#1 Blanche Ely HS
Pompano Bch, FL
(20)

#3 Stranahan HS
Ft Lauderdale, FL
(15)

- Top Ten Feeder Schools of Enrolled FTICs 2013-2014**
- | | |
|------------------------|-----------------------------|
| 1 Blanch Ely HS | 8 Glades Central HS |
| 2 James S Rickards HS | 9 Atlantic Community HS |
| 3 Stranahan HS | 9 Miami Lakes Educ Center |
| 3 William Raines Sr HS | 9 Miramar HS |
| 4 First Coast HS | 9 Jones HS |
| 5 Amos P Godby HS | 9 Booker T Washington HS |
| 6 Jean Ribault Sr HS | 10 Boyd H Anderson HS |
| 6 Lawton Chiles HS | 10 Paxon Sch For Adv Stud |
| 7 Rockledge HS | 10 Miami Central Sr HS |
| 7 Tampa Bay Tech HS | 10 Miami Northwestern Sr HS |



**Top Feeder States by Enrollment
2013-2014**

- 1 Florida
- 2 Georgia
- 3 Illinois
- 4 Texas
- 5 Maryland
- 5 Michigan
- 6 Alabama
- 7 California
- 8 DC
- 9 S Carolina
- 10 New York



Next Steps

Division of Student Affairs

- Social Media (Ong-going)
- Remote College Recruiting (Virtual) November 30th
- Embrace Global Market (On-going)
- Schools & Colleges direct ties to employment opportunities (ROI) (on-going)
- Strategic Planning (Real time information, relationship management tools)
- <https://www.tcc.fl.edu/Future/GoldenGuarantee/TCC2FAMU/Pages/default.aspx>





Financial Aid Update

Division of Student Affairs

- One Stop Shop
- Attendance Holds
- Awards
- Satisfactory Academic Progress
- Student Campus Liaisons
- “Degree Not Debt”





Fall 2014 Intake

Division of Student Affairs

- **Fall Intake Timeline (Greek Letter Organizations)**
- September 15, 2014-October 18, 2014
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- **Organization Recruitment Timeline (All Other Clubs and Organizations)**
- September 22, 2014-October 3, 2014
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- **Policies & Procedure Workshops (Anti-Hazing Training will be included)**
- September 16, 2014
- September 18, 2014
- September 22, 2014
- September 24, 2014
- September 30, 2014





Hazing Prevention Education

Division of Student Affairs

- Hazing prevention workshops were presented to the presidential leadership new hires; to all the RAs and RDs; at new employee orientation sessions in July and August; to peer advisors; to the marching band and at the freshman orientations.
- FAMU Regulation 2.028 (The Anti-hazing Regulation) will be presented to students who are interested in or currently members of clubs and organizations on September 16th, 18th, 22nd, 25th and 30th.
- FAMU will be rolling out the SUS online, anti-hazing course in mid October. AliveTek will be the facilitator of the program...statewide.





Campus Safety

Division of Student Affairs

- Hosted Law Enforcement Active Shooter Training – August 5-7, 2014
- State of FL Accreditation Mock Site Visit – September 9-11, 2014
 - A. All staff completed Accreditation Training
 - B. 95% complete with Accreditation related items
- State of FL Accreditation On-site Visit - October 21-23, 2014
- In-service Training provided to DPS officers/Admin. Staff
- Upcoming Training





“At FAMU, Great Things Are Happening Every Day.”

established 1887

