



**K-State 2025 Strategic Action and Alignment Plan**  
**College or Major Unit: Vice President for Student Life**  
**Department: New Student Services**

**1. What are your Department’s mission and vision and how does your organization contribute to achieving the University’s and your College’s/Major Unit’s vision for K-State 2025?**

**Vision**

New Student Services promotes student success by engaging prospective, new and current students and families with the K-State community in a spirit of inclusivity, collaboration, and excellence.

**Mission**

New Student Services assists students and families in the college search process and transition to K-State. NSS offers quality programs and services designed to provide information, guidance, and access to our campus community.

**Contribution**

New Student Services provides a window to the undergraduate student experience at K-State by offering a personalized college search and by providing outstanding, responsive service to our students and families. We are successful in our work through collaboration and strong partnerships with the campus community for program delivery. We inform, encourage, and guide students and families during an important transition in their lives.

**2. What are your Department’s key strategic activities and outcomes?**

**3. Identify [in brackets] which of your Department’s strategic outcomes are directly linked to your College’s/Major Unit’s outcomes. (If your Department or similar unit is not in a College or Major Unit, skip this question.)**

Key Activities	Short Term (2013 - 2015) Key Outcomes	Intermediate (2016 - 2020) Key Outcomes	Long Term (2021 - 2025) Key Outcomes
<i>What we plan to do...</i>	<i>What we expect to happen...</i>	<i>What we expect to happen...</i>	<i>What we expect to happen...</i>
Goal I. Develop and implement initiatives that enhance academic success and support student persistence.	Increase the number of enrolled students with an ACT composite score of 26 or higher by 3% over the Fall 2012 baseline [SL:I-A, 1]	Increase the number of enrolled students with an ACT composite score of 26 or higher by 5% over the Fall 2012 baseline [SL:I-A, 1]	Increase the number of enrolled students with an ACT composite score of 26 or higher to match our peer institutions [SL:I-A, 1]
Recruit and support a high quality, diverse undergraduate student population [T2-G]	Evaluate recruitment and scholarship programs and staffing designated to recruit targeted populations [SL:I-A, 1]	Implement recruitment and scholarship programs and staffing plans designated to recruit targeted populations [SL:I-A, 1]	New multicultural student enrollment will reflect the demographics of the state of Kansas [SL:I-A, 1]
	Increase the number of admissions representatives by 2 over the Fall 2013 baseline [SL:I-A, 1a]	Increase the number of admissions representatives by 4 over the Fall 2013 baseline [SL:I-A, 1a]	Increase the number of admissions representatives by 8 over the 2013 baseline [SL:I-A, 1a]

Assist students and families in the college search process and transition to K-State [T2-A]	Maintain the status as the number one choice of Kansas high school graduating seniors [SL:I-A, 1]	Maintain the status as the number one choice of Kansas high school graduating seniors [SL:I-A, 1]	Maintain the status as the number one choice of Kansas high school graduating seniors [SL:I-A, 1]
	Maintain a market share in Kansas of first-time, traditional-aged freshmen of 8.3 or higher [SL:I-A, 1]	Maintain a market share in Kansas of first-time, traditional-aged freshmen of 8.3 or higher [SL:I-A, 1]	Maintain a market share in Kansas of first-time, traditional-aged freshmen of 8.3 or higher [SL:I-A, 1]
	Assist with the development of online video resources to be accessed by newly admitted students prior to their first day of class [SL:I-A, 1b]	Online video resources will be accessed by 90% of enrolled students prior to their first day of class [SL:I-A, 1b]	Online video resources will be accessed by 100% of enrolled students prior to their first day of class [SL:I-A, 1b]
	Evaluate the programs and services through the K-State Parents and Family Association for parent and family members of current K-State students [SL:I-A, 1]	Implement program and services changes based on analysis of participation and survey data [SL:I-A, 1]	Evaluate and refine programming for K-State parents and families [SL:I-A, 1]
	Provide a quality required undergraduate orientation and enrollment program and extended orientation program (Wildcat Warm-up) following which participants report high levels of satisfaction, increased identity as a member of the K-State student body, proven knowledge of academic resources, and name a professional connection with an established member of the K-State family as measured by program evaluations and student learning outcomes [SL:I-B, 2]	Continue to provide a quality required undergraduate orientation and enrollment program and extended orientation program (Wildcat Warm-up) following which participants report high levels of satisfaction, increased identity as a member of the K-State student body, proven knowledge of academic resources, and name a professional connection with an established member of the K-State family as measured by program evaluations and student learning outcomes [SL:I-B, 2]	Continue to provide a quality required undergraduate orientation and enrollment program and extended orientation program (Wildcat Warm-up) following which participants report high levels of satisfaction, increased identity as a member of the K-State student body, proven knowledge of academic resources, and name a professional connection with an established member of the K-State family as measured by program evaluations and student learning outcomes [SL:I-B, 2]
	Enhance the professional development and training opportunities for our student staff, volunteer and ambassador organizations [SL:III-B, 1]	Implement pre- and post-participation leadership inventories and evaluations for student staff, volunteer and ambassador organizations [SL:III-B, 1]	Demonstrate leadership development and growth of our student staff, volunteers and ambassadors using pre- and post-participation leadership inventories and evaluations [SL:III-B, 1]
	Provide exemplary programs and services for students and families, designed to provide information, guidance, and access to our campus community [T2-A, T2-G]	Evaluate current recruitment events and programs and adjust the number of offerings based on analysis of attendee and survey data [SL:I-A, 1]	Conduct recruitment events and programs that are rated 4.0 or higher (on a 5.0 Likert scale), evaluated through telecounselor phone interviews [SL:I-A, 1]

Conduct personal campus visits that are rated 4.0 or higher (on a 5.0 Likert scale), evaluated through telecounselor phone interviews [SL:I-A, 1]	Maintain or increase student satisfaction with the personal campus visit experience [SL:I-A, 1]	Maintain or increase student satisfaction with the personal campus visit experience [SL:I-A, 1]
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**4a. What resources and/or opportunities exist for your Department to achieve its vision and outcomes?**

We have a highly engaged and motivated staff.  
 Many of our programs utilize registration fees to fund program operations.  
 The Welcome Center project is an excellent opportunity to advance our programs in significant ways.

**4b. What resources and/or opportunities are needed for your Department to achieve its vision and outcomes?**

Enrollment growth will be predicated on:

- An increase in scholarship dollars available to students for all students, especially students in targeted populations (i.e. multicultural students, high achieving students)
- Responsive and flexible programs for students impacted by changes in qualified admissions and exception admissions policies at both the KBOR and institutional levels
- Increasing the number of admissions representatives

If our analysis of our current recruitment event offerings indicates we need to offer more programs, we will need to increase the number of staff accordingly.

**5. How do you propose to acquire the resources needed for your Department to accomplish its vision and outcomes?**

We ask the administration to provide increased scholarship awards. We partner with the offices of admissions and student financial assistance to assist students with the scholarship application process and advise/advocate through the scholarship awarding process, but do not have a direct impact on the amount of available scholarships.

A study of peer institutions indicates that we are at or well above our peer institutions in the user fees for a majority of our programs. We do not have the capacity to raise registration fees.

We will continue to be good stewards of our fiscal resources and will select high impact and low cost program improvements and enhancements.

**6. How does your plan link to the K-State 2025 University Benchmark Metrics, Common Elements, and Thematic Goals, Outcomes, and Metrics? (See below)**

**6. Departmental Links to K-State 2025 University Benchmark Metrics, Common Elements, and Thematic Goals, Outcomes, and Metrics**

Links to Benchmark Metrics
B-6 - Freshman-to-sophomore retention rate B-7 - Six-year graduation rate

Links to Common Elements
CE-3 - Diversity

Links to University Thematic Goals, Outcomes, and Metrics			
Links to 2025 Thematic Goals and Metrics	Links to Short Term Outcomes (2011 – 2015)	Links to Intermediate Outcomes (2016 – 2020)	Links to Long Term Outcomes (2021 – 2025)
<p><b>T2 - Undergraduate Educational Experience (UEE)</b></p> <p><b>Theme 2 Metrics:</b></p> <p>T2-6 - % of undergraduate enrollment by demographic group</p> <p>T2-7 - Student satisfaction and utilization rates</p>	<p>T2-A - Excellent, customized academic advising and services available to all students to support their success and degree completion</p> <p>T2-B - Engaged students benefitting from high impact educational practices used by excellent faculty and staff across the university</p> <p>T2-G - Successful recruitment and retention strategies that address our entire student population</p> <p>T2-H - Improved six-year graduation rates and retention ratios</p>	<p>T2-N - Ongoing improvement of six-year graduation rates and retention ratios</p>	<p>T2-O - An undergraduate educational experience recognized as one of the best among the nation's Top 50 Public Research Universities</p> <p>T2-Q - Freshman to Sophomore retention ratios comparable to benchmark institutions</p> <p>T2-R - Six-Year graduation rates comparable to benchmark institutions</p>