Strategic Goal: To increase the overall enrollment of the UI by 50% (from 11,534 to 17,301) by 2025

I. Planning principles:

A. We will use the Fall 2015 enrollment numbers as our baseline and update goal #’s after Oct. 15, 2015.

B. We will plan for the University of Idaho’s residential enrollment growth to occur primarily at the Moscow campus. Additionally, we will plan for enrollment growth in distance and online education, graduate programs as well as the university centers in Boise, Coeur d’Alene, and Idaho Falls.

C. We will set enrollment target goals, measure and monitor these enrollment elements (e.g., HC, college, major, UG, GR, international, students of color, etc.) based on location (Moscow, Idaho Falls, Boise, CDA) and by distance learning. Enrollment by locations should be non-duplicated.

D. We will achieve enrollment target goals through both recruitment and retention activities.

E. In the near-term, we will target areas of growth where we have both capacity and demand.

F. We will consider innovative, high risk ideas to increase recruitment and capacity.

G. We will hold ourselves accountable for achieving the objectives and the undergraduate college deans accountable for achieving their college’s enrollment targets, to develop a system of models to achieve their retention and recruitment objectives while attending to issues like capacity, segmentation of student markets, and deploying appropriate economic model. Some of the objectives in this plan would pertain to all models, while others will be applicable to only specific locations.

H. We will identify resource needs to achieve our objectives and consider developing an incentive plan.

I. We will solicit input from stakeholders in developing specific action plans to implement this SEMP: Moscow Community, alumni, students, families.
II. Reference points:

Moscow campus: AY 2014-15 undergraduate enrollment = 7,731, graduate enrollment = 1,287, total Moscow enrollment = 8,833. Spring term 2015 international undergraduate = 358, international graduate = 185, total international enrollment = 543 or 6% of total enrollment. Fall 2014 UG students of color enrollment: Native American = 57, Asian American = 98, Black or African American = 100, Hispanic/Latino = 720, Native Hawaiian/Pacific Islanders = 21, Two or more races = 284; total UG students of color enrollment = 1,280 or 17%.

AY2013-14 First to second year retention: Campus = 77%; CALS = 76%; CAA = 81%; CBE = 80%; CoEd = 77%; COE = 81%; CLASS = 75%; CNR = 73%; COS = 75% (college retention rates include transfers to other colleges within the university)

III. Strategic Objectives:

Objective 1: Improve recruitment of new fulltime undergraduate students (first year & transfer) annually by 5%

Objective 2: Strengthen the University of Idaho brand

Objective 3: Leverage undergraduate scholarships for recruitment and retention

Objective 4: Improve retention of undergraduate students annually by 5% (290 students, approximately 2 students per major based on 140 majors)

Objective 5: Improve four-year graduation rate of undergraduate students

Objective 6: Increase the percentage of undergraduate students of color

Objective 7: Increase the percentage of undergraduate international students

Objective 8: Support graduate programs and research to enhance the university’s academic reputation

Objective 9: In addition to college specific enrollment (R & R) target goals, set specific enrollment goals by Regional Centers and Distance education