Initiative	Strategies	Start Semester	Complete Semester	Benchmark	Goal	Completed	Primary Steward	Update
Course Scheduling	*1.1 - Increase access to high-quality, flexible course delivery options*	Fall 2023	Fall 2025	50% of online courses are certified <u>and</u> 40% of the top 50 lower-division courses are available as certified online	100%		AP Academic Programs & Assessment	
	1.2 - Implement a student-centric course scheduling process to encourage timely completion	Fall 2023	Fall 2025	New	Complete		AP Student Success	
	1.3 - Increase general education course access during semester blocks	Spring 2023	Fall 2023	75 sections	150 sections		AP Academic Programs & Assessment	
	1.4 - Create, publish, and adhere to two and four-year graduation plans	Summer 2024	Summer 2025	New	Complete		AP Academic Programs & Assessment	
Student Communication	*2.1 - Establish a student communication governance committee*	Fall 2022	Spring 2023	New	Complete	Done	AVP Enrollment Management	Committee has been in place since Spring 2023.
	2.2 - Develop an operational student communication model	Fall 2022	Spring 2023	New	Complete		AVP Enrollment Management	
	2.3 - Establish a student communication policy and guidelines	Fall 2022	Spring 2023	New	Complete	Done	AVP Enrollment Management	The policy is in stage 2.
	2.4 - Standardize and consolidate communications technology and systems	Spring 2023	Fall 2023	New	Complete		AVP Academic/Student Digital Services	
	2.5 - Create myUVU student events protal with filters/categories	Fall 2022	Spring 2023	New	Complete		AVP Academic/Student Digital Services	
	2.6 - Consolidate appropriate UVU email messages into a regularly distributed newsletter format	Fall 2022	Spring 2023	TBD	TBD		AVP Marketing Communication	This strategy is being reviewed.
	2.7 - Purchase or develop CRM product	Summer 2023	Spring 2024	New	Complete		AVP Academic/Student Digital Services	This strategy is being reviewed.
First-year Focus	*3.1 - Restore and strengthen Structured Enrollment*	Spring 2023	Fall 2023	New	Complete		AVP Enrollment Management	A committee has been established. They are working on developing a communication plan for personalized path students and a Week of Welcome event for SE1 students.
	3.2 - Building on previous efforts, develop and deliver a first-year seminar	Fall 2023	Spring 2025	New	Complete		AP Student Success	
	3.3 - Increase yield of Concurrent Enrollment students	Spring 2023	Fall 2023	18%	25%		AP Student Success	
	3.4 - Develop process to provide first-year students with first semester course schedules	Spring 2024	Fall 2025	New	Complete		AP Student Success	

Initiative	Strategies	Start Semester	Complete Semester	Benchmark	Goal	Completed	Primary Steward	Update
	3.5 - Assess and strengthen campus-wide peer programs	Fall 2023	Fall 2024	New	Complete		AVP Enrollment Management	No update.
	3.6 - Increase campus-wide collaboration to support first-year students	Spring 2023	Fall 2023	New	Complete		AVP Enrollment Management	Week of Welcome Planning Committee started Fall 2023.
	3.7 - Develop process to track parallel plans for highly competitive programs	Fall 2023	Fall 2024	New	Complete		AP Academic Programs & Assessment	
	3.8 - Increase participation in high impact practices	Fall 2023	Fall 2024	14%	19%		AP Academic Innovation	
Finances	4.1 - Increase the percentage of headcount packaged with federal aid	Summer 2023	Summer 2024	57%	62%		AVP Enrollment Management	Fin. Aid is working with UMC to develop a marketing plan.
	4.2 - Increase endowed scholarships avialable to students	Fall 2023	Summer 2024	$27.8 million			AVP Institutional Advancement	Check with IA.
	4.3 - Improve financial/financial aid literacy	Fall 2022	Fall 2023	% of students who receive literacy assets			AVP Enrollment Management	
Data Informed Outreach	5.1 - Increase utilization of predictive analytics in student outreach and support	Fall 2022	Fall 2025	57% high-touch contact to students less likely to persist	75%		AP Student Success	
	5.2 - Identify and address barriers to timely completion	Fall 2022	Fall 2023	New	Complete		AVP Enrollment Management	Onboarding survey 2.0 launched Fall 2023. New student opinion survey and non-returning student survey coming soon.
	5.3 - Improve access to student information for faculty and advisors	Spring 2024	Fall 2024	New	Complete		AVP Enrollment Management	No update.
Academic Advising	6.1 - Complete NACADA's Excellence in Academic Advising self-evaluation	Fall 2022	Spring 2023	In-progress	Complete	Done	AP Student Success	N/A
	6.2 - Develop strategic plan for advising utilizing EAA self-evaluation results	Fall 2022	Summer 2023	New	Complete	Done	AP Student Success	N/A
	6.3 - Execute strategic plan to improve student and advisor experience	Summer 2023	Spring 2024	New	Complete		AP Student Success	2/8/2024 All tasks cannot be completed by Spring 2024. Need to extend into 2025 and possibly beyond.
Adult Learner Support	7.1 - Collect data on the needs of adult learners to develop and improve programs/resources	Fall 2022	Summer 2023	New	Complete		AP Student Success	
	7.2 - Develop a comprehensive tracking system for all types of credit for prior learning (CPL)	Summer 2023	Fall 2024	New	Complete		AP Student Success	
	7.3 - Develop web assets to guide adult learners to relevant campus resources	Spring 2023	Fall 2023	New	Complete		AVP Enrollment Management	No update.
	7.4 - Identifty and incorporate adult learner metrics into current data sources	Spring 2024	Summer 2024	New	Complete		AP Student Success	

Initiative	Strategies	Start Semester	Complete Semester	Benchmark	Goal	Completed	Primary Steward	Update
	7.5 - Revise and strengthen an institutional strategic plan for adult learners	Spring 2024	Fall 2025	New	Complete		AP Student Success	
	7.6 - Increase market presence to encourage returning student completion	Spring 2023	Fall 2023	% of MarComm Budget	2% Annual Increase		AVP Marketing Communication	
Transfer Student Initiative	*8.1 - Assess current experience; idenfity and address barriers and support gaps*	Spring 2023	Fall 2023	New	Complete		AVP Enrollment Management	Surveys are in development.
	8.2 - Improve transfer student onboarding process	Summer 2023	Summer 2024	New	Complete		AVP Enrollment Management	No update.
	8.3 - Increase brand awareness in the Salt Lake area via digital and transit advertising	Summer 2023	Summer 2024	% of MarComm Budget	1.2% Annual Increase		AVP Marketing Communication	