

The 2008 implementation plan states that “Recruiting a Sustainable Student Population” is a primary goal of the institution, with hopes of building on campus enrollment to 1450 FTE in five years. The Senate believes the University is united in seeing this as a priority and on behalf of the faculty have a number of questions concerning how the administration envisions fulfilling this goal and request a written report to the Senate.

1. What is the administration’s specific plan to recruit on-campus students? What is the time line for enacting this?
2. The Implementation plan indicates that the University intends to use the Noel-Levitz data to increase on campus enrollment. What information did we gain from the Noel-Levitz report? How does this data affect our recruitment strategy?
3. The implementation plan indicates a goal of “enhancing/developing recruiting activities outside the 12 county region.” What is our plan to recruit students outside the 12 county region?”
4. The implementation plan indicates a goal of “employing niche marketing initiatives.” What are these initiatives and what is our strategy for marketing them?
5. The Black Report recommends that we use “Flex Your Mind” as a place holder until we “define our image and identity”, and states that “a university brand is synonymous with the institution’s personality – congruent with its mission, defined by its values.” What are we doing to determine what EOU’s image and identity is? How does the administration see "Flex Your Mind" as a vehicle for attracting on campus students?
6. Beyond what is currently being conveyed through our home page, what is the University doing specifically to market our location, our small class sizes, student access to faculty, our research capabilities, and the fact that we have no out of state tuition?
7. While we appreciate the recent efforts to update the content of the website, in such a visual and technocentric culture we need to recognize the essential importance of design and provide our IT department with the resources and support necessary to maintain a competitive website. The Consulting Audit Report (Black Report) addressed this fact and encouraged the university in a numerous instances to consider outsourcing our marketing and website design. Does the administration agree with this assessment? If so, what are our plans to outsource, or solicit external expertise in areas of marketing, and web development.
8. What role does the Administration see the faculty playing in determining how the University presents and Markets itself? What does the Administration see as the appropriate forum to gain Faculty input or feedback on our recruitment plan?