

# INSTITUTION STRATEGIC ENROLLMENT MANAGEMENT PLAN

For the Academic Year 2002

Sam Houston State University

Date of Submission: October 17,2002

Signed: \_\_\_\_\_  
Vice President for Academic Affairs

Approved: \_\_\_\_\_  
President

# INSTITUTIONAL STRATEGIC ENROLLMENT MANAGEMENT PLAN CHECK LIST

## Uniform Recruitment and Retention Strategy Institutional Strategic Enrollment Management Plan Check List

1. Appointed a strategic enrollment management steering committee (see pg. 4 of 2002-2003 SHSU Strategic Enrollment Management Report)  
 Yes                       No                       In Progress
2. Used research data to assess and analyze internal and external institutional factors which effect student recruitment and retention.  
 Yes                       No                       In Progress
3. Analyzed the strengths and weaknesses of the institution and developed measurable goals and objectives.  
 Yes                       No                       In Progress
4. Used market and institutional data to identify the student profiles and institutional markets.  
 Yes                       No                       In Progress
5. Developed/improved a marketing plan to attract and recruit a diverse student population.  
 Yes                       No                       In Progress
6. Developed/improved recruitment strategies to attract and enroll a diverse student population.  
 Yes                       No                       In Progress
7. Developed/improved retention programs to retain student through to the successful completion of their program objectives  
 Yes                       No                       In Progress

Prepared by: Troy Courville

Title: Director of Institutional Research

Institution: Sam Houston State University

Date: October 14<sup>th</sup>, 2002

Approved by: Dr. James F. Gaertner

Title: President, Sam Houston State University

Date:

# **Strategic Enrollment Plan 2002:**

A Response to Texas Education Code §61.086, termed  
Uniform Recruitment and Retention Strategy



**SAM HOUSTON STATE UNIVERSITY**  
*A Member of The Texas State University System*

2002-2003 Strategic Planning / Closing the Gaps Steering Committee Report

# Table of Contents

<u>University Mission</u> .....	1
<u>University Goals</u> .....	1
<u>History</u> .....	1
<u>Description of The SEM Planning Process at Sam Houston State University</u> .....	3
<i>Assumptions about the Planning Process</i> .....	4
<u>Assessment of Strengths and Weaknesses</u> .....	5
<i>National Trends in Access and Persistence</i> .....	5
<i>Access: Closing the Gaps</i> .....	9
<i>Persistence:: Closing the Gaps</i> .....	12
<u>Marketing Plan</u> .....	13
<i>Goals</i> .....	13
<i>Strategy</i> .....	13
<i>Initiatives concerning the University Image</i> .....	14
<i>Initiatives concerning the Stakeholders' Questionnaires</i> .....	15
<i>Initiatives concerning the Minority Recruitment</i> .....	16
<u>Recruitment and Admissions</u> .....	16
<i>Goals</i> .....	16
<i>Strategy</i> .....	16
<i>Initiatives</i> .....	17
<i>Future Projects</i> .....	19
<u>Retention and Graduation</u> .....	19
<i>Goals</i> .....	19
<i>Strategy</i> .....	19

*Initiatives* ..... 20

*Future Projects* ..... 23

Programs Designed to Improve Support to Underrepresented Students ..... 23

Funding ..... 25

Evaluation ..... 25

Benchmarking ..... Appendix I

Strategic Enrollment Initiatives (Full List) ..... Appendix II

Strategic Enrollment Initiatives' Descriptions (Full List) ..... Appendix III

## UNIVERSITY MISSION

*Sam Houston State University is a multicultural institution whose mission is to provide excellence by continually improving quality education, scholarship, and service to its students and to appropriate regional, state, national, and international constituencies*

### University Goals

- ▶ Promote students' intellectual, social, and leadership growth.
- ▶ Recruit and retain qualified, dedicated faculty and support staff.
- ▶ Recruit and retain qualified, motivated students.
- ▶ Provide the necessary library and other facilities to support quality instruction, research, and public service.
- ▶ Provide an educational environment that encourages systematic inquiry and research.
- ▶ Promote and support diversity and provide for equitable opportunities for minorities.
- ▶ Offer a wide range of academic studies in preprofessional, baccalaureate, master's and doctoral programs.
- ▶ Collaborate with other universities, institutions, and constituencies.
- ▶ Provide instructional research and public service through distance learning and technology.

### History

Sam Houston State University, located in Huntsville, Texas, serves one of the most diverse populations of any educational institution in the state. The university is committed to the development of its creative resources so that it can adapt to the changing educational needs of its constituency while maintaining the highest quality in the traditional curricula. The institution was created by the Texas Legislature in 1879 as Sam Houston Normal Institute to train teachers for the public schools of Texas. During the following four decades, instruction was offered in the natural sciences, agriculture, home economics, manual training, geography, sociology, and foreign languages. The baccalaureate degree was first awarded in 1919.

The next twenty years witnessed rapid and dramatic changes, including a name change to Sam Houston State Teachers College in 1923. Two years later, the college was admitted to

membership in the Southern Association of Colleges and Schools (SACS) as an accredited institution of higher learning. The institution began to expand its programs; and a graduate degree was authorized in 1936, a development which expanded the curriculum from its sole emphasis on teacher training to emphases on preparation in a variety of fields.

Following World War II, an increase in students and faculty as well as a wide range of faculty-research activities provided impetus for the emergence of a multi-purpose institution. By 1960, about 25 percent of the graduating seniors were receiving degrees in fields other than teaching. Degrees were offered in the social and communication sciences; the biological, physical, and soil sciences; business administration; the fine arts; the humanities; and education. A growing emphasis on research allowed faculty to make significant contributions in their fields beyond the classroom, and these activities were accompanied by an increasing diversity in the student body as more out-of state and foreign students began seeking degrees at Sam Houston. In recognition of these developments, the institution's name was changed by the Texas Legislature to Sam Houston State College in 1965, and in that year the Texas Legislature established as an integral part of the institution the Institute of Contemporary Corrections and Behavioral Sciences.

During the following years, there was a rapid increase in the enrollment of students with diversified backgrounds, interests and aspirations, which necessitated continuous examination of programs, faculty, and facilities. The number of graduate degrees conferred increased significantly in the late 1960s, and the Texas Legislature, recognizing the changes that had taken place during the course of the institution's history, changed the name of the institution to Sam Houston State University in 1969.

In the decade of the 1970s, the university continued to expand its offerings to keep pace with its dynamic environment by adding degree programs in such fields as computer science and environmental science. New graduate degrees such as the Master of Library Science, the Master of Fine Arts, and the Doctor of Philosophy in Criminal Justice were added. These additions were accompanied by significant improvement in faculty credentials and growth in faculty-research activities.

Currently Sam Houston State University, a member of The Texas State University System, is organized academically into four colleges: Arts and Sciences, Education and Applied Science, Business Administration, and Criminal Justice. Students are offered an extensive range of bachelor's and master's degrees, as well as a Doctor of Philosophy in Criminal Justice, Doctor of Philosophy in Forensic Clinical Psychology, Doctor of Education in Educational Leadership, and Doctor of Philosophy in Math Education. The faculty and university are recognized regionally, nationally, and internationally.

## Description of the SEM Planning Process at Sam Houston State University

The planning process at Sam Houston State University originates with the Strategic Planning Committee made up of the vice presidents of each division in the university, the Chair and Chair-Elect of the Faculty Senate, the Director of Institutional Research, and the President of the Student Government Association. This group, with the direction of the former President of Sam Houston, Dr. Bobby K. Marks, established six strategic enrollment management /Closing the Gaps work groups. A work group's chair has an intimate knowledge on the subject of the committee in which they chair. They are also supported by committee members who are from diverse backgrounds and institutional divisions but with a vested interest in correcting problems and furthering advances.

The work groups have and will continue to study data on customer satisfaction, enrollment trends, retention data, course utilization/ availability, ethnicity, gender, and the image/marketing potential of the university.

Each work group has prepared to prepare reports to be presented to the Strategic Planning Committee. The reports include a summarization of data but also areas of weakness and strength. From these reports, the Strategic Planning Committee each year makes recommendations to the President of Sam Houston concerning institutional goals. The President sets working instructional goals based on a combination of the recommendations and The Texas State University System directives. Using the working institutional goals, each vice president sets divisional goals. Each vice president then sends these divisional goals to their departments/colleges for feedback and as a basis for the departmental/college goals.

The 2001 strategic plan, along with divisional goals, was approved by the President. The documents along with special budget requests were sent to the Budget Committee for monetary allocation. Funded institutional goals were implemented in fall 2002, with assessment beginning in that same academic year. This pattern will be followed in all future years.

STEERING COMMITTEE:

**David E. Payne**, *Vice President for Academic Affairs*

**Thelma J. Douglass**, *Vice President for Student Services*

**Jack C. Parker**, *Vice President for Finance and Operations*

**Frank Krystyniak**, *Interim Vice President for University Advancement*

(terms ends 1/1/2003)

**Frank Holmes**, *Vice President for University Advancement* (terms starts 1/1/2003)

**Valerie Muehsam**, *University Faculty Senate, Chair, 2002-2003*

**Kandi Tayebi**, *University Faculty Senate, Chair-Elect, 2002-2003*

**Helena Banks**, *Student Government Association, President, 2002-2003*

**Troy Courville**, *Director of Institutional Research*

WORK GROUP CHAIRS:

**Richard Eglsaer**, *Retention Committee, Associate Vice President for Academic Affairs*

**R. Dean Lewis**, *Marketing and Recruitment, Dean College of Business Administration*

**Jamie Hebert**, *Processing and Procedures, Chair, Department of Mathematics and Statistics*

**Frank Parker**, *Ethnic Issues, Associate Vice President for Student Services*

**Donald Bumpass**, *Graduate Recruitment and Retention, Director of Graduate Studies*

***Assumptions about the Planning Process***

Effective planning is based on assumptions about future economic, technological, academic, political/legal, social/demographic, and philanthropic trends. It is also based on commonly held assumptions about the planning process itself. Assumptions underlying the Sam Houston State University strategic planning process include the following:

- Strategic planning for a university is first and foremost the construction of a plan for the effective development and delivery of quality education, at both undergraduate and graduate levels.
- Strategic planning at Sam Houston State University begins with the President's vision regarding the future of the institution and a commitment to the fundamental spirit of the Coordinating Board-approved mission statement.
- The current Sam Houston State University strategic plan is subject to change as societal, state, and local needs change and as the institutional mission evolves.

- Environmental trends inform institutional directions in the strategic planning process.
- The environmental scans and the general institutional goals and strategic directions are shared with faculty, administrative staff, and students for their discussion, understanding, and input.
- The strategic plan is tightly integrated into the budget planning process. The budget committee includes the same membership (except for the Director of Institutional Research) as the Strategic Planning Committee and is chaired by the Vice President for Finance and Operations.

### Assessment of Strengths and Weaknesses

During the 76<sup>th</sup> Texas Legislative session, the Texas Legislature enacted House Bill 1678 (Texas Education Code §61.086) which directs the Texas Higher Education Coordinating Board to “develop and annually update a uniform strategy to identify, attract, enroll and retain students that reflect the population of the state”. Furthermore, the bill directs higher education institutions to “implement the uniform strategy and report annually to the Coordinating Board the manner in which the institution has implemented the uniform strategy.”

In April 2000, the Coordinating Board initiated the Uniform Recruitment and Retention Strategy. Essentially, this strategy is a plan directing all higher education institutions to use strategic enrollment management principles to recruit and retain students. The ability to have a comprehensive vision of the enrollment management at Sam Houston must begin with our goal to meet the Closing the Gaps targets set by the Strategic Enrollment Management Steering Committee, which is also our Strategic Planning Committee and Closing the Gaps Steering Committee. While we believe our goals are lofty, we have already begun to see the dividends of our work with strategic planning and enrollment management. But, to begin the discussion, it is important to note the trends that effect higher education in Texas.

### ***Trends***

#### **1. Social/Demographic Trends**

- a. A higher percentage of beginning freshmen who enroll in institutions of higher education will attend community colleges.
- b. Career changes will attract more nontraditional students and graduate enrollment will increase due to the addition of new doctoral programs.

- c. The SHSU student body will become more diversified during the next decade. African-American, Hispanic, Native American, and other minority student populations will continue to grow.
- d. More students will be employed while attending school.
- e. The requirements of the nontraditional student will necessitate changes in traditional university calendars, schedules, and instructional and student delivery systems including student services at The University Center and other locations.
- f. The University will face more competition for students from an increasing number and diversity of providers of educational services.
- g. Public concerns related to safety, crime, and alcohol issues will grow.
- h. The percentage of out-of-state students who enroll in Texas institutions of higher education will remain relatively stable unless stimulated by incentives.
- i. The percentage of student participation in international education will increase in Texas institutions of higher education.
- j. The current gender ratio in colleges and universities will remain relatively stable.
- k. The need for continuing professional education will increase.
- l. Sensitivity toward diverse lifestyles and backgrounds will increase.
- m. Demand for certified teachers, school counselors, and school psychologists will grow and community colleges will be allowed to certify teachers. Alternative teacher education certification programs will need to be implemented by the University.
- n. National public health recommendations and trends will impact students and the university in the area of immunology. Stricter epidemiological regulations, public opinion, and changing trends of infectious diseases may require major review and action in university policy related to these areas.

- o. A growing number of students affected by mental health issues will enter college, requiring an increased need for counseling services.

## **2. Economic Trends**

- a. Although total appropriation dollars will increase, dollars per student enrolled, controlled for inflation, will decline.
- b. Demands for support of non-educational services statewide will increase.
- c. There may be a move to allocate student financial aid directly to students rather than through the formula to institutions.
- d. The information and service sectors of the economy will increase in importance.
- e. Universities will continue to increase scholarship funds in order to provide more financial aid.
- f. Loans or prepaid tuition plans may increasingly supplement federal grant programs as primary support sources of student financial support.
- g. The Texas economy will at best experience modest economic growth.
- h. Small entrepreneurial businesses between Huntsville and North Houston will increase in number.
- i. Society, business, and government will show an increasing need for applied and problem-solving/problem-oriented research.
- j. TDCJ will continue as a major employer for this area.

## **3. Technological Trends**

- a. Information literacy gained through the ability to use technology will be an underlying principle of quality education.
- b. More powerful computing devices will provide students, faculty, and staff access to an ever-expanding menu of information and computing resources.

- c. New technologies will require expanding development programs for staff, faculty, and administration.
- d. Technological support for faculty and staff will demand a substantial increase in information resources.
- e. University activities in distance learning can lead to cooperative programs with secondary schools.
- f. Advanced technology will change the way classroom instruction and library services are delivered.
- g. Nontraditional educational organizations will continue to deliver higher education via distance learning.
- h. Use of technology will become increasingly less dependent on location.
- i. Computer applications will become more user-friendly.
- j. The demands for the teaching of technological skills will continue to increase.

#### **4. Trends in Higher Education**

- a. Successful appropriation requests for state assistance will be tied directly to agency and state strategic plans and associated assessment.
- b. Increased emphasis on college and university accountability is requiring more outcomes assessment, benchmarking, and institutional research. Each major may soon be evaluated with standardized tests and curricula.
- c. A greater interdependence among the public schools, private schools, community colleges, and universities will evolve and lead ultimately to the more efficient use of education dollars.
- d. Flexible, alternative methods of and locations for delivering academic programs will become more common in higher education. This trend will necessitate concomitant changes in delivery of academic advising and other student services to ensure that students receive the same quality services at off-campus sites as they do on campus.

- e. The information explosion is leading to greater difficulty in keeping the baccalaureate degree within a traditional four-year program.
- f. TDCJ needs for trained personnel will increase.
- g. College curricula are being internationalized and exchange programs are expanding as a result of an increasing need for global awareness. The demand for foreign language instruction will increase.
- h. The variety of community college programs seeking transferability will increase.
- i. Universities will increase their focus on teaching and move toward a broader definition of scholarship.
- j. Interdisciplinary programs will become more common (e.g., environmental science).
- k. Alternate credentials in the public schools and other areas requiring licensing or certification will become more common.

### ***Access: Closing the Gaps***

In a September 16<sup>th</sup>, 2002, article concerning the recent Coordinating Board visit to the Huntsville area, Sam Houston State University President, Dr. James F. Gaertner, was quoted as saying: "Right now we are working towards creating an under educated and under-skilled work force that will be expected to serve the needs of an increasingly sophisticated society. In my judgment, it is our moral responsibility as educators to help stop this trend." It is that feeling and belief that have lead to the results that the university is currently seeing.

As can be seen in Table 1, the university's goal is to achieve a total participation rate of 13,361 by 2005. As of fall 2002, we are at 13,091. The significance of this achievement can be seen in the Legislative Budget Board projects made by the Office of Institutional Research. Because of increased admission standards and increases in tuition and fees, it was projected that the university's total enrollment would drop to 12,400, before rebounding. However, the university is 691 above that figure and, if the university grows at the relatively low rate of 1% per year, the university will meet its targeted enrollment for 2005 in around 2004 and be over the mark by 127 students by 2005, each a record for the university.

**Table 1: Fall Enrollment History (Actual and Projected) and Target Goals**

<b>Ethnicity</b>	<b>F99</b>	<b>F00</b>	<b>F01</b>	<b>F02</b>	<b>F03*</b>	<b>F04*</b>	<b>F05*</b>	<b>F05**</b>
White	9304	9283	9710	9718	9784	9882	9981	9598
African American	1605	1691	1785	1802	1851	1870	1888	1824
Hispanic	1021	1086	1180	1224	1236	1248	1261	2022
Total	12,215	12,358	12,996	13,091	13,222	13,354	13,488	13,361

\* Projected : Assumes a 1% gain in enrollment and no changes in the demographic makeup of the student body

\*\* Targets set for Closing the Gaps

Table 1 provides some insight into Sam Houston State University's progress toward its goals for Hispanic and African American Students. Looking at the university's goal of enrolling 1,824 African-American students by 2005, Table 1 shows that with a low rate of a total enrollment increase set at 1% and assuming no substantial change in student body demographics, the university will achieve its goal by fall 2003, two years ahead of schedule. While this is encouraging news, Hispanic enrollment has continued to lag. Continuing with the assumptions of Table 1, by 2005 the university will not meet its Hispanic enrollment goal by 761 students. Figures 2 and 3 indicates the university's demographic breakdown as of fall 2002 and what it would have to look like in 2005, keeping the same 1% growth rate and assuming the university's continued commitment to international enrollment. For Figure 2 to change by 2005 to Figure 3, the university's student body will have to change its demographic makeup considerably. The biggest change would be the percentage of the student body that is comprised of Hispanic students. The simple statement would be to say that the university would have to increase the percentage of Hispanic students in the total enrollment by 6%. However, for the university to meet its Hispanic enrollment goals, the percentage change from Fall 2002 to Fall 2005 would be 65% or 798 students over the 1,224 the university drew in Fall 2002.

Figure 2: Fall 2002 Student Body

**Fall 2002 Student Body**  
% of Total Enrollment

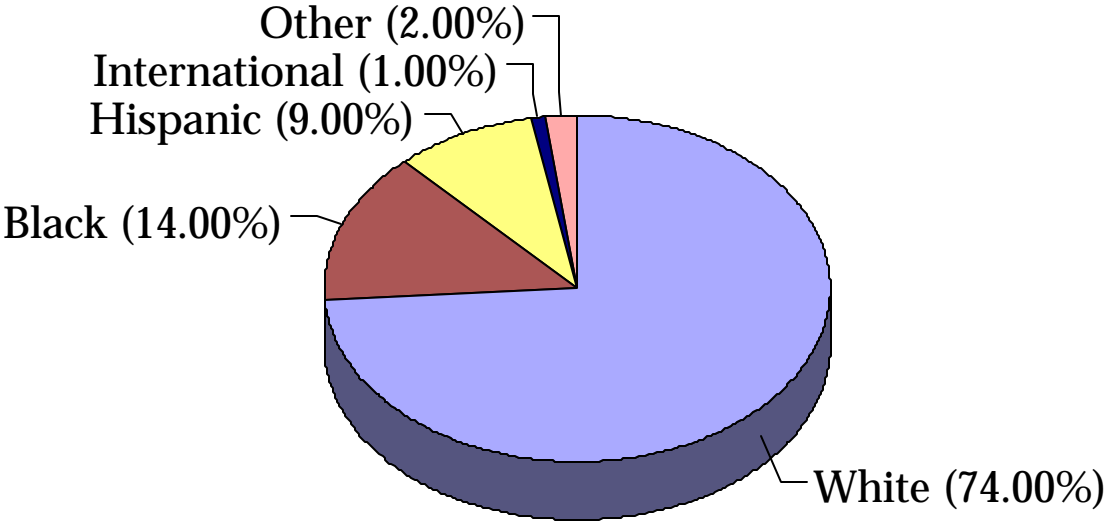
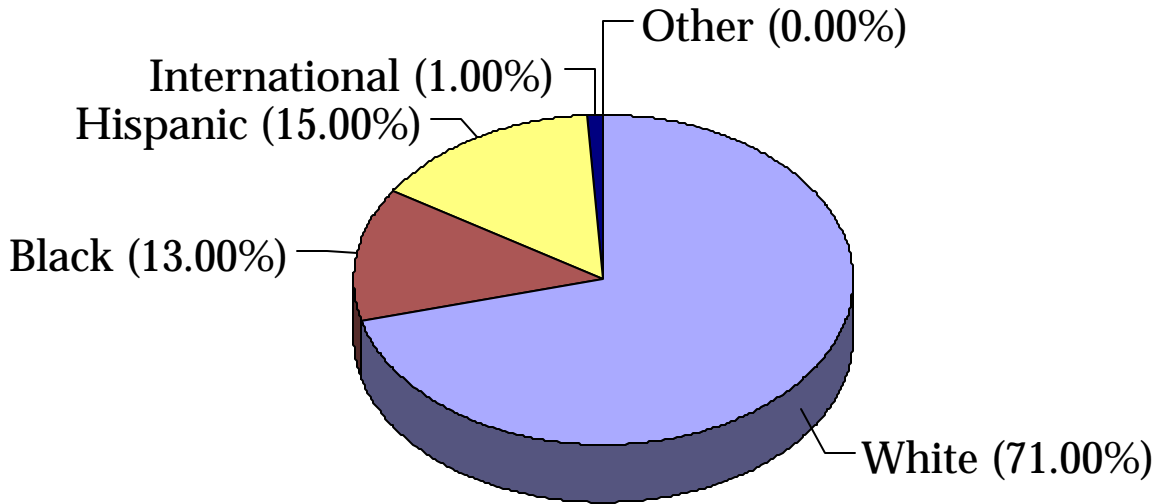


Figure 3: Fall 2005 Student Body

### Fall 2005 Student Body % of Total Enrollment



#### ***Persistence: Closing the Gaps***

The university has continued to move to its goals in the area of student persistence. Table 3 displays the university's bachelor degrees awarded. The White population is rapidly approaching the goal of 1853, needing only 113 more students or a percentage change of 6.50. The percentage change from 2002 to 2001 was 10%. While the university is pleased with this accomplishment, it is delighted that as of 2002 the goal set for the Hispanic and African-American students have been surpassed. In fact, the 2002 figures indicated that the African-American degree goal set for 2010 has already been surpassed, assuming no setback in future years. Furthermore, the Hispanic students are only 18 from passing the university's goal for 2010. The university's goal for doctoral degrees awarded to White students, set at 18 for 2015, was surpassed by 2002. It is also noteworthy that more doctoral

degrees are coming online. The addition of these doctoral degrees will hopefully allow the university to attract and graduate more minority students.

**Table 3: Bachelor Degrees Awarded History and Target Goals**

<b>Ethnicity</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>
White	1653	1700	1575	1740	1853	2116	2374
African American	190	202	230	255	222	254	285
Hispanic	142	172	170	195	187	213	240
Total	2024	2108	2010	2231	2317	2645	2968

**Table 4: Doctoral Degrees Awarded History and Target Goals**

<b>Ethnicity</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>
White	10	11	16	21	14	17	18
African American	1	0	0	1	1	1	2
Hispanic	0	1	1	1	0	0	0
Total	11	12	18	23	15	18	20

## Marketing Plan

### **Goals**

1. Create a consistent, positive image of the university
2. Respond to Stakeholder concerns
3. Increase Minority Marketing and Recruitment

### **Strategy**

In August 2002, the Board of Regents approved a plan for the university to build a \$900,000 visitor's center that will be used to give students information and directions about campus. The building will include private conference rooms, reception areas for visitors, and offices

for support staff. The university had set as its goal to make this building a state of the art complex. However, the visitor's center is just the beginning for a university that is proceeding towards becoming one of the best institutions in the state. The university has established a comprehensive marketing plan focused in three areas: University Image, responses to stakeholder questionnaires, and increasing minority recruitment. Some of the new initiatives in the marketing plan are listed in the initiatives section and all initiatives are documented in Appendix 1.

### ***Initiatives Concerning the University Image***

- ★ Consulting Firm. A consulting firm has been hired to assess the university image and design a campaign to enhance it with an emphasis on higher minority areas of the state.
- ★ Signage. The university has initiated a campus signage project. This project is part of a citywide effort. It will define campus boundaries and assist visitors as well as those on campus to more easily navigate the campus. It will include maps and diagrams and indicate how to reach the campus from various locations throughout the city, a systematic designation of parking lots, clear directions to parking, and way finding/accessibility signage. This project is well under way.
- ★ Lowman Student Center re-opening. A formal re-opening will be held this fall for this important facility that is the social and geographical heart of the campus. This reopening will create a more positive image of the university for all visitors.
- ★ Traditions. A committee chaired by President Emeritus Bobby K. Marks has completed a report on campus traditions and made recommendations which will be strongly considered. The revitalization of traditions will serve to strengthen the public image of the university.
- ★ President's Circle. The newly developing President's Circle will build a statewide network of friends to help us share the university's messages.
- ★ Visibility. A number of activities are under way including billboard and other advertising; the promotion of SHSU experts in regional and national media and use of a clipping service to measure those "hits"; a new toll-free telephone number, along with upgrading campus telephone service and procedures; campus stationery standardization; and partnership in the new Huntsville Activities Guide.

- ★ Phone Access. The university established a new toll free telephone line at 1.866.BEARKAT.
- ★ Consistent Image. The whole campus community is also working toward the reconfiguration of websites and e-mail addressees to eliminate tildes and underscores. Under the same initiative, the university is working to set up all e-mails and website addresses using aliases, allowing for more sensible addresses.

### ***Initiatives in Response to Stakeholder Questionnaires***

The initiatives listed below were undertaken in response to comments to questionnaires given to university stakeholders.

- ★ Parking. This fall we expanded the university's parking capacity by an additional 750 parking spaces.
- ★ New student housing. The university's planning research indicates that this is a major need, and the university has begun construction on apartment-type housing on university property in the Bowers Stadium area.
- ★ Improvement of existing housing. We are continuing the "clean-up fix-up" work on many of the university's residence halls which have not undergone such improvements for some time.
- ★ New dining facility. We are adding a new dining facility on the south side of the campus, in the vicinity of the Barnes & Noble temporary bookstore.
- ★ General Purpose/Classroom Building. This will be the new home for history, library science, psychology, the Academic Enrichment Center, a Computer Services lab, a testing center, the Honors Program, classrooms, and a lecture hall. Project completion is expected this fall with occupancy in spring 2003.
- ★ Increasing fees to improve services. The university's Board of Regents recently approved fee increases that will be used for installation of a computer-based electronic lock system on all academic buildings, additional faculty and staff support for instruction, upgrading classrooms with computer and other instructional equipment, adding technical support personnel, and reducing class sizes.
- ★ Bearkat Bucks. A committee, which includes campus and Chamber of Commerce representatives, will soon offer a recommendation on how the university may be

able to expand and improve the current campus ID card. The trend is an "all-in-one" loaded card capable of handling all on-campus transactions, financial and otherwise, in addition to usage at off campus locations.

### ***Initiatives Concerning Minority Recruitment***

- ★ The Department of History and the College of Arts and Sciences are the sponsors of the *Encuentro* Conference. This conference invites prospective Hispanic students and their families to the SHSU campus for a weekend of social and educational activities. This fall, over 500 Hispanic students and their families were introduced to the values of higher education during their weekend stay at SHSU for *Encuentro*. We have expanded this conference from once every three years to an annual event.
- ★ The Office of Undergraduate Admissions has hired a bilingual admission counselor. This counselor is being assigned to recruit in Hispanic sections of Houston and San Antonio.
- ★ The Department of English and Foreign Languages initiated a Visiting Lecturer Series to invite successful minority authors to campus. The lectures, which are open to the public, are designed not only to educate but also to demonstrate that minority students can have successful careers as authors. Last year, three authors gave presentations and each was attended by over 200 people.

### **Recruitment and Admission**

#### ***Goals***

1. Recruit, track, and enroll new freshmen and undergraduate transfers
2. Recruit, track, and enroll additional Hispanic students
3. Recruit, track, and enroll additional graduate-level students

#### ***Strategy***

The university has and will continue to place a large amount of importance on its ability to recruit students that will be retained and graduate at the institution. The number of students applying to the university has steadily increased over the last five years. Part of the university's recruitment and enrollment strategy has been to increase admission standards. In fall 2002, the university increased admission standards considerably. Formerly, students in the 1<sup>st</sup> or 2<sup>nd</sup> quartile of their high school class were automatically

omitted. Students in the 3<sup>rd</sup> or 4<sup>th</sup> quartile were required to have a 21 on the ACT or 1010 on the SAT. The new standard states that students in the 1<sup>st</sup> quartile get automatic admission, students in the 2<sup>nd</sup> quartile have to have a 19 on the ACT or a 930 on the SAT. Furthermore, 3<sup>rd</sup> quartile students are required to get a 22 or a 1030, with the 4<sup>th</sup> quartile students required to receive a 25 or 1140. We believe these standards will help the university recruit and enroll students who are better qualified to meet the academic requirements at this university.

In addition to these initiatives and those mentioned in the marketing plan, the university has undertaken or is planning a number of other initiatives to improve recruitment as listed below. Some of the items in the recruitment and admissions area are listed in the initiatives section and all initiatives are documented in Appendix 1.

### ***Initiatives***

- Academic Affairs is negotiating the right to an office space for a full time recruiter on the North Harris/Montgomery College Campus.
- In the coming fiscal year, the university is committed to spending over \$69,175 on numerous recruitment initiatives. This figure does not include billboard advertising on I-45 (Houston Area), full page, full color advertisements in the souvenir program for the Houston Texans and the "Houston" edition of Texas Monthly, advertisements in Texas Monthly's "Education" issue, advertisements in the Dominion Press for international students who are interested in studying abroad, advertising in the Transitions focusing on educational opportunities for community college transfers and advertisements in Hispanic Outlook.
- The Undergraduate Admissions Office, in conjunction with the various departments across campus, has contracted with Hobsons to create a CD for SHSU recruitment. A version of this CD will be made in Spanish to assist in meeting the goals of Hispanic participation.
- The College of Criminal Justice hired a full-time recruiter in January 2002 to enhance recruitment efforts. Between January and March 2002, the recruiter visited 18 different high schools and community colleges. The total number of beginning freshman and transfer students' enrollment increased 142% since last year.
- The College of Criminal Justice is actively pursuing minority faculty to hire for fall 2003. The search committee is looking to fill a lecturer position with a minority applicant as early as spring 2003.

- The College of Business Administration is funding a promotional campaign to increase awareness of its evening M.B.A. and M.S. programs.
- The Chair of the Department of Physics wrote letters and sent brochures to 88 high schools and 40 community colleges in the region to advertise the Physics Program.
- The College of Business Administration has created “2 plus 2” brochures for select community colleges that provide large numbers of students for SHSU. The college is planning to place the “2 plus 2” information on its website as well as connecting it to a degree plan software package allowing community college students to investigate how their classes will be placed in a baccalaureate program.
- Representatives from the College of Business Administration have made and will continue to make trips to visit community college counselors with the purpose of providing the appropriate information needed to create seamless transitions from community colleges to SHSU.
- In collaboration with area school districts, the Department of Educational Leadership and Counseling has developed numerous cohort programs delivering programs in the school districts in order to broaden participation in graduate programs.
- The Department of Technology hosts the annual Brazos Valley Technology Student Association Conference and Competition each spring. Approximately 2,000 prospective students throughout Southeast Texas come to campus.

### ***Future Projects***

While the university is proud of the progress it has made, it is considering several other recommendations that will help the university achieve its Closing the Gaps goals and help with the strategic enrollment management process.

1. Establish “Sam’s Students,” a group of students who go to high schools and community colleges (their own, where possible) and recruit students. Student recruiters should mirror the ethnic diversity of the students they are attempting to recruit.
2. Coordinate recruitment trips to high schools and community colleges with “Sam’s Alumni Recruiters,” SHSU alumni from that school or area who will either go alone or with the “Sam’s Students” to recruit students.
3. Specifically target high school and community college teachers and administrators and those working in school board offices who are SHSU alumni to aid in recruiting

efforts at individual schools. These should be coordinated with SHSU offices where possible.

4. New students will be surveyed upon arrival at SHSU, and asked if anyone specifically affected their decision to attend. IF they name "John Doe," he receives a letter from the President, Alumni Office, etc. and is recognized at a campus-wide event (at Homecoming prior to the game at a tailgate party, which we already do, but they would be "special) as a "SHSU Recruiter".
5. Follow-up letters to all students visiting SHSU from the President, President of SGA, deans, etc.
6. Continue to attend, but more actively recruit at such venues as the December 3 high school counselor's conference here on campus, and at the community college meeting held here in February; and others as identified, with as many different university groups (faculty, students, administrators, etc.) as possible.
7. Involve selected faculty in recruitment efforts, but recognizing that likely the university's most effective recruiters are students and the university's alumni
8. Create a "Central Recruiting Calendar" so that all areas of the campus can view the calendar to see who and when, where and what student groups will be on campus

## Retention and Graduation

### **Goals**

1. Increase accessibility to classes related services for on-campus and distance learners
2. Provide increased counseling, advisement and tutoring services and faculty-student contact for residential and distance students
3. Offer degrees in innovative and award-winning programs
4. Provide additional on-campus services to students or otherwise improve standards of living on campus
5. Provide expanded data collection and interpretation related to students' retention and graduation
6. Increase student interaction and campus connectedness to increase student feelings of belonging
7. Provide information and facilitate communications among offices of programs on recruitment, retention and graduation
8. Provide students with work and financial aid or other financial assistance

### **Strategy**

According to the recently released *Texas Public Universities' Data and Performance Report*, Sam Houston State University's freshmen retention rates thirteenth in the state and the

university's graduation rate is twentieth in the state when compared to other Texas public universities. If we are to achieve the university's Closing the Gaps goals and have an effective strategic enrollment management process, these numbers must increase. There are dozens of projects that are being done with the expressed goal of increasing retention and graduation. Some of the items in the retention and graduation area are listed in the initiatives section and all initiatives are documented in Appendix 1.

### ***Initiatives***

- The new Student Advising and Mentoring Center (SAM Center) is being developed to assist "at risk" students and students at all levels in increasing their efficiency at school. The center stresses intrusive advising whereby faculty can refer students they view as "at risk." The staff of the SAM Center also offer workshops dealing with study skills, time management, and stress management.
- SHSU has adopted, on an experimental basis, a 24X7 Internet-based academic advising service for students in math and chemistry called SMARTHINKING. If this program is successful, it will be extended to English and math science classes in general.
- The Bearkat Learning Community is a retention effort geared at enhancing the students' first-year experience. Students are randomly selected from the entering class and are placed into a common living area where they also take two or more classes in common. This program has been increased from 36 to 72 students for the fall 2002 semester.
- The College of Arts and Sciences created a college-level Program Coordinator for Articulation who is responsible for developing 2+2 articulation agreements between SHSU and every community college in the region and publishing the joint degree plans online. The ultimate goal is to establish 2+2 agreements for every program within the College of Arts and Sciences. So far, 19 community colleges have 2+2 agreements.
- The Department of English and Foreign Languages developed an undergraduate internship program for students in technical writing. Interns work with at-risk students in Houston through the "Communities in Schools Program" of the Houston Independent School District.
- During the first year of matriculation for the master's program in forensic science, six students successfully completed their studies; 14 students were admitted in year

two, and 24 students are on the waiting list for admission to the program during year three. Two hundred applicants were reviewed for admission to the forensic science program. This unique program is the first of its kind in Texas and one of only a handful of such programs in North America.

- The College of Criminal Justice hosted a conference for high school criminal justice educators to provide professional training for criminal justice educators. The purpose of the conference was to provide professional training in order to help bridge the gap between secondary and postsecondary educators. During freshman orientation, 60% of the students indicated they had taken a criminal justice class in high school.
- The College of Criminal Justice completed an articulation agreement with the Polish National Police to train Polish police officers at SHSU. In exchange, U.S. students will be given the opportunity to travel abroad to study the Polish criminal justice system.
- The Department of Agricultural Sciences has developed articulation agreements with five community colleges for programs in agriculture, with approximately 272 students participating.
- The Department of Agricultural Sciences awards over \$65,000 in scholarships each year to 75-100 students, attracting many pursuing teacher certification.
- The Department of Curriculum and Instruction obtained a National Science Foundation grant to retrain 100 middle school teachers to become master teachers in middle school mathematics.
- The Department of Educational Leadership and Counseling has secured over a four-year period a Student Support Services TRIO Grant to recruit and retain low income, first generation college students. SHSU is in cooperation with Montgomery College and Tomball College and serves 150 students on all three campuses over the four years. Twelve students graduated from SHSU in 2002 and seven transferred in from the community colleges in the grant.
- Over the past five years in order to assist students in getting an education, SHSU has increased the amount of money available for scholarships by ten times.
- Established the Sam Houston Writing Center staffed by peer tutors, graduate assistants, and academic faculty. The Writing Center, which opened this fall semester, is designed to assist students with specific writing difficulties. The

Writing Center is designed to improve retention rates by helping students develop written communication skills.

- The Developmental Mathematics Program was restructured. Beginning in the fall semester, 2002, students requiring remediation will spend two hours each week (in addition to three hours of classroom instruction) with instructors. In addition, the Department of Mathematics and Statistics now provides a Mathematics Tutoring Laboratory that provides free tutoring and assistance from 8:00 a.m. until 4:00 p.m. Monday through Friday. Both of these developments are designed to increase the retention rate by assisting students who have weak mathematics skills to obtain proficiency.
- The Department of Art developed new degree programs in computer animation and computer visualization to support a growing industry in the state. A laboratory was equipped with specialized computer equipment and software to support the new program in animation and visualization. The enrollment in this program exceeded 90 students in the first year.
- The Department of History developed an online Master of Arts degree in Military History. This degree program is available to students throughout the state but targets potential students who are serving in the United States armed forces around the world. The enrollment in the graduate program in History jumped from 4 to 52 in the first year.
- Several academic departments within the College of Arts and Sciences worked together to gain approval for a new degree program in Multimedia Authoring and Communication. This program has not been advertised, but there have been over 200 inquiries about it. Because the potential demand may overwhelm faculty resources, entrance requirements are being developed.
- The College of Criminal Justice awarded \$166,000 in scholarship/fellowship awards to undergraduate and graduate students to assist students with financial obligations.
- A faculty member in the Department of Language, Literacy and Special Populations has received numerous grants to prepare minority teachers. Over the last three years, 66 undergraduate Hispanic students and 11 graduate Hispanic students have been served.
- The Office of Academic Instructional Technology and Distance Learning is working to assist faculty in providing alternative classes via distance learning for

nontraditional students. This allows a nontraditional student a more effective way of scheduling classes around work schedules.

### ***Future Projects***

While the university is proud of the progress it has made, it is considering several other recommendations that will help the university achieve its Closing the Gaps goals and help with the strategic enrollment management process.

1. Increasing the staff in the financial aid office during peak periods
2. The development of online scholarship applications
3. The development of a student, on-campus employment registry to benefit students seeking work-study funds to supplement their financial aid
4. Increasing the number of recruiters currently employed by the admissions office
5. Undertake immediate efforts to “beautify” the Avenue I area of campus
6. Freshman orientation should be mandatory
7. Orientation should be free to all students
8. Extending the length of freshman orientation to incorporate more academic advising and student mentoring
9. Increasing the role of Office of Multicultural Diversity to include individual advising/counseling. This office should be directly involved in admissions (particularly recruiting) and freshman orientation

### **Programs Designed to Improve Support to Underrepresented Students**

Sam Houston State University is committed to serving underrepresented students. The university has demonstrated the effectiveness of these programs through the setting of ambitious Closing the Gaps goals and, more importantly, achieving those goals. Since 1998, both the African-American and Hispanic populations have risen each year, with more to come. These results have come at both the undergraduate and graduate levels. Also, the retention rate of beginning freshmen who are African American is higher than White

students, and Hispanic students is the same as White students. We believe the following programs have contributed significantly to this mission:

- The Department of Sociology obtained (jointly with Texas A&M University) a National Science Foundation grants to promote minority student participation in graduate programs. The grant provides a summer program for minority students who intend to attend graduate programs in sociology.
- The College of Business Administration is encouraging creation of and greater participation in its minority oriented professional organizations that provide role models for African-American and Hispanic students.
- The College of Business Administration recently submitted a request to create a new Banking and Financial Institutions major. The accompanying internship program has helped over 100 students (many of whom are either Hispanic or African-American) gain employment over the past five years.
- The Department of Curriculum and Instruction is participating in a Novice Teacher Induction Program, a Texas State University System project funded by Houston Endowment Inc. aimed at addressing the severe teacher shortage in Texas by retaining new teachers. Seventy-six novice teachers in area public schools are participating in this mentorship program.
- The Department of Educational Leadership and Counseling has made a concerted effort to recruit minority faculty members, both ethnic and gender. Beginning Spring 2003, the department will have 25% ethnic minority full-time faculty members, and 80% female and 20% male full-time faculty members. These individuals provide excellent role models for the departments students.
- Over the past five years the Department of Educational Leadership and Counseling has secured a Bilingual Doctoral Fellowship grant with eight Title VII Bilingual Doctoral Fellows. Seven have graduated with their doctorates and are serving limited English proficient students as administrators, professors, and/or consultants. The final Fellow plans to graduate in December 2002. This was a three-year program that was graciously extended by the U.S. Department of Education to continue to fund the existing selected Fellows to ensure their graduation.
- Over the past three years, the Department of Educational Leadership and Counseling has secured a Bilingual Counselor Grant with the Department of Education, enrolling 42 minority counselor education students. Twenty-four have graduated. For the next two years, 20 more minority counselor education students will be recruited to serve the limited English proficient student and parent populations in schools.
- Over the past year, the Department of Educational Leadership and Counseling has secured a Bilingual Principal Grant, enrolling 17 minority graduate students who aspire to become principals to serve campuses with concentrated numbers of limited

English proficient students. This is a joint effort among SHSU, Houston ISD, Aldine ISD, and Cy-Fair ISD. Over the next year, 13 more students will be recruited to meet the high demand for bilingual principals.

- The Department of Educational Leadership and Counseling has secured a Bilingual Professional Development Grant to train English as a Second Language teachers of Limited English Proficiency (LEP) students (recruits them to the graduate educational leadership program and pays for partial tuition), reading teachers of LEP students and principals of LEP students in reading-based instruction and the improvement of policies, and curriculum for LEP students.
- The Department of Language, Literacy and Special Populations sponsors annually a Linguistically and Culturally Diverse Populations Conference, which invites undergraduates, graduates, teachers, and administrators to the SHSU campus for a conference relating to the understanding of English language learners in our communities. This conference brought over 600 people to campus over the last two years.
- The Department of Library Science offers classes in Edinburg, Corpus Christi, Laredo, and Brownsville, where minority students are located. Over the last three years, 38 minorities in the Library Science program have graduated.
- The Department of Psychology and Philosophy is actively engaged in recruitment activities designed to improve graduate student diversity. They regularly visit and offer programs at area universities such as Prairie View and Texas Southern University. In spring 2002, the department hosted the Psychology Club from Texas Southern University for a day at SHSU. It was a day of formal and informal presentations and discussions about psychology in general and graduate programs in particular. The visit was a huge success, which should result in increased diversity in the graduate student applications to psychology programs.
- The new Student Advising and Mentoring Center (SAM Center) is being developed to assist “at risk” students and students at all levels in increasing their efficiency at school. The center stresses intrusive advising whereby faculty can refer students they view as “at risk.” The staff of the SAM Center also offer workshops dealing with study skills, time management, and stress management.

## Funding

The wide range of projects undertaken by Sam Houston State University over the past year all require funding. These funds are allocated through the institution’s integrated strategic planning and budgeting process. Early each fall, the process begins with an environmental scan followed by prioritization of goals at the department, college, and division level. Each of these prioritization processes is recursive across administrative levels. Once proposals have prioritized, the Budget Committee allocates resources. The large number of funded

projects related to these priorities and their complex integration, from new housing to instructional enhancement reflects the reality that the leadership of the Strategic Planning and Budgeting Committees is the same as the membership of the uniform recruitment and retention steering committee, so their priorities are closely aligned.

## Evaluation

### ***Assessment of Customer Satisfaction and Campus Climate***

The university has participated in numerous surveys including the NSSE, Student Satisfaction Survey and Survey of Organizational Excellence. However, for this report, we chose to only present one of the surveys, the institutional image survey.

The institutional image survey, was administered to assess the quality of customer service at Sam Houston State University. The image survey, in its totality, includes the following stakeholders: students, Huntsville residents, alumni, high school seniors, prospective transfers, faculty, staff, employers, high school counselors, community college counselors, and deans from Southwest Texas, University of Texas, University of Houston, Texas A&M, and Stephen F. Austin.

The data for this report were compiled using the Sam Houston State University Image Survey, designed in 2001 by Troy Courville, Director of Institutional Research. The survey is based on published research and previously completed image studies at other universities.

After the current image analysis cycle, the survey, the image analysis process, and the budget will be revisited with the President, Vice President for Academic Affairs, Vice President for Student Services, Vice President for Finance and Operations, Vice President for University Advancement, deans, graduate admissions, and undergraduate admissions. Each area will have an opportunity to explore new areas of research from these results. Those new areas will be included in the proposal for the 2003 image analysis.

### ***Sampling and Administration***

There were eleven different populations identified for this study: students, Huntsville residents, alumni, high school seniors, prospective transfers, faculty, staff, business leaders, high school counselors, community college counselors, and deans from Southwest Texas, University of Texas, University of Houston, Texas A&M, and Stephen F. Austin.

The survey was administered over both the internet and standard mail. Students, faculty and staff each were asked to participate in a internet only survey system. Each group received three e-mails, personalized for each group. All other groups were given three snail

mail surveys, each with personalized, group letters. Mailing costs were paid by the university.

### ***Responses Regarding Customer Satisfaction***

The image of Sam Houston was measured with an image survey based on current research and other universities' image surveys. The instrument is designed using two format types. Format 1 uses questions covering topics ranging from academic issues to factors in attending Sam Houston. The scale ranges from 1 to 5, with 1 being excellent and 5 being no opinion. Format 2 again addresses topics from academic issues to factors in attending Sam Houston with a yes/undecided/no answer format.

### ***Analysis of Findings***

Responses from each of the groups were aggregated and are reported in Table 5. Responses were categorized as either positive, negative or no opinion. Questions were grouped into five sub-scales: academic areas (Academic), student life (Student Life), facilities, (Facilities), campus/location (Campus/Location), and factors in attending Sam Houston State University (Attendance).

Table 5 : Image Results

Faculty	Positive Responses	%	Negative Responses	%	No Opinion Responses	%
Academic	1050	63.10%	411	24.70%	203	12.20%
Student Life	413	35.85%	460	39.93%	279	24.22%
Facilities	375	48.83%	349	45.44%	44	5.73%
Campus/Location	503	65.49%	207	26.95%	58	7.55%
Attendance	840	65.63%	177	13.83%	263	20.55%
Total	3181	56.48%	1604	28.48%	847	15.04%

Staff	Positive Responses	%	Negative Responses	%	No Opinion Responses	%
Academic	576	60.70%	187	19.70%	186	19.60%
Student Life	245	37.29%	196	29.83%	216	32.88%
Facilities	212	48.40%	180	41.10%	46	10.50%
Campus/Location	329	75.11%	78	17.81%	31	7.08%
Attendance	434	66.06%	118	17.96%	105	15.98%
Total	1796	57.22%	759	24.18%	584	18.60%

Undergraduate Students	Positive Responses	%	Negative Responses	%	No Opinion Responses	%
Academic	1866	60.06%	824	26.52%	417	13.42%
Student Life	869	40.40%	797	37.05%	485	22.55%

Facilities	614	42.82%	608	42.40%	212	14.78%
Campus/Location	928	64.71%	395	27.55%	111	7.74%
Attendance	1452	60.75%	471	19.71%	467	19.54%
Total	5729	54.48%	3095	29.43%	1692	16.09%

Graduate Students	Positive Responses	%	Negative Responses	%	No Opinion Responses	%
Academic	1057	63.03%	439	26.18%	181	10.79%
Student Life	293	25.24%	402	34.63%	466	40.14%
Facilities	350	45.22%	286	36.95%	138	17.83%
Campus/Location	476	61.50%	212	27.39%	86	11.11%
Attendance	767	59.46%	295	22.87%	228	17.67%
Total	2943	51.85%	1634	28.79%	1099	19.36%

Alumni	Positive Responses	%	Negative Responses	%	No Opinion Responses	%
Academic	1169	69.71%	186	11.09%	322	19.20%
Student Life	489	42.12%	237	20.41%	435	37.47%
Facilities	367	47.42%	199	25.71%	208	26.87%
Campus/Location	610	78.81%	67	8.66%	97	12.53%
Attendance	906	70.23%	133	10.31%	251	19.46%
Total	3541	62.39%	822	14.48%	1313	23.13%

Business	Positive Responses	%	Negative Responses	%	No Opinion Responses	%
Academic	278	66.19%	39	9.29%	103	24.52%
Student Life	96	45.71%	38	18.10%	76	36.19%
Facilities	63	37.50%	54	32.14%	51	30.36%
Campus/Location	161	63.89%	41	16.27%	50	19.84%
Attendance	236	62.43%	40	10.58%	102	26.98%
Total	834	58.40%	212	14.85%	382	26.75%

High School Counselors	Positive Responses	%	Negative Responses	%	No Opinion Responses	%
Academic	689	53.54%	95	7.38%	503	39.08%
Student Life	337	37.82%	81	9.09%	473	53.09%
Facilities	178	29.97%	48	8.08%	368	61.95%
Campus/Location	339	57.07%	39	6.57%	216	36.36%
Attendance	623	62.93%	78	7.88%	289	29.19%
Total	2166	49.72%	341	7.83%	1849	42.45%

Community College Counselors	Positive Responses	%	Negative Responses	%	No Opinion Responses	%
Academic	208	61.54%	17	5.03%	113	33.43%
Student Life	64	27.35%	16	6.84%	154	65.81%
Facilities	39	25.00%	15	9.62%	102	65.38%
Campus/Location	88	56.41%	11	7.05%	57	36.54%
Attendance	170	66.15%	21	8.17%	66	25.68%
Total	569	49.87%	80	7.01%	492	43.12%

Deans	Positive Responses	%	Negative Responses	%	No Opinion Responses	%
Academic	54	45.00%	32	26.67%	34	28.33%
Student Life	14	23.33%	5	8.33%	41	68.33%
Facilities	8	16.67%	11	22.92%	29	60.42%
Campus/Location	35	47.30%	15	20.27%	24	32.43%
Attendance	61	56.48%	15	13.89%	32	29.63%
Total	172	41.95%	78	19.02%	160	39.02%

High School Seniors	Positive Responses	%	Negative Responses	%	No Opinion Responses	%
Academic	624	62.34%	111	11.09%	266	26.57%
Student Life	397	57.29%	109	15.73%	187	26.98%
Facilities	223	48.27%	90	19.48%	149	32.25%
Campus/Location	315	68.18%	76	16.45%	71	15.37%
Attendance	544	70.65%	88	11.43%	138	17.92%
Total	2103	62.07%	474	13.99%	811	23.94%

Huntsville Residents	Positive Responses	%	Negative Responses	%	No Opinion Responses	%
Academic	521	65.95%	94	11.90%	175	22.15%
Student Life	178	45.06%	105	26.58%	112	28.35%
Facilities	108	34.18%	141	44.62%	67	21.20%
Campus/Location	331	69.83%	72	15.19%	71	14.98%
Attendance	458	64.42%	71	9.99%	182	25.60%
Total	1596	59.42%	483	17.98%	607	22.60%

## Summary of Findings

The results indicate that academic areas, the campus/location, and factors that affect attendance to the university were all viewed as positive areas. The results also indicate that student life and the facilities are not viewed as highly. However, a cursory look at these two areas does not provide all the answers. A closer look at the individual questions for the facilities area shows that the main area for concern is parking, which will be partially addressed by the new parking, expected to come online by Spring 2003. Likewise, student life was really affected by a low rating for on-campus housing, another issue that the university has already addressed. The area of student life, as well as other areas of campus, is hurt by a lack of knowledge about the current programs. The lack of knowledge is especially true for high school counselors, community counselors, and business leaders.

Looking at the individual questions, the following questions received the largest amount of positive responses, suggesting that they are strengths to the university:

- ✓ School Size
- ✓ Whether or not a stakeholder would recommend Sam Houston State University to peers
- ✓ Friendly Atmosphere
- ✓ The Access to Faculty

The following questions received the largest amount of negative responses, suggesting that they are liabilities to the university:

- ✓ Student Parking
- ✓ Visitor Parking
- ✓ Getting recent graduates employed full-time in an area related to their major
- ✓ On-Campus Housing
- ✓ Helping students transcend from the university to a career choice

Finally, the following questions received the largest amount of neutral responses, suggesting that the university produce more information concerning this area:

- ✓ Admission Standards
- ✓ Career Counselors
- ✓ Career Placement
- ✓ On-Campus Housing
- ✓ Faculty parking

As is clear from previous sections of the report, those items labeled as most problematic for the university's stakeholders became the focus of programmatic initiatives this year.

## Appendix I: Benchmarks

### Enrollment By Ethnicity, Fall Semesters 1997 Through 2002

Ethnicity	Fall	Fall	Fall	Fall	Fall		1 Yr % Change	5 Yr % Change
	1998	1999	2000	2001	2002	%		
White	9,464	9,304	9,283	9,710	9,718	74%	0%	3%
Black	1,484	1,605	1,691	1,785	1,802	14%	1%	21%
American Indian	66	71	63	62	55	0%	-11%	-17%
Hispanic	977	1,021	1,086	1,180	1,224	9%	4%	25%
Asian/Pacific Islander	134	128	129	121	129	1%	7%	-4%
International	80	86	106	138	163	1%	18%	104%
<b>Total</b>	<b>12,205</b>	<b>12,215</b>	<b>12,358</b>	<b>12,996</b>	<b>13,091</b>	<b>100%</b>	<b>1%</b>	<b>7%</b>

### Enrollment By Gender, Fall Semesters 1997 Through 2002

Gender	Fall	Fall	Fall	Fall	Fall		1 Yr % Change	5 Yr % Change
	1998	1999	2000	2001	2002	%		
Male	5,344	5,255	5,171	5,429	5,419	41%	0%	1%
Female	6,861	6,960	7,187	7,567	7,672	59%	1%	12%
<b>Total</b>	<b>12,205</b>	<b>12,215</b>	<b>12,358</b>	<b>12,996</b>	<b>13,091</b>	<b>100%</b>	<b>1%</b>	<b>7%</b>

### Enrollment By Attendance Status, Fall Semesters 2000 Through 2002

Status	Fall	Fall	Fall	Fall	Fall		1 Yr % Change	5 Yr % Change
	1998	1999	2000	2001	2002	%		
Full-time	9,042	8,952	9,204	9,600	9,752	74%	2%	8%
Part-time	3,163	3,263	3,154	3,396	3,339	26%	-2%	6%
<b>Total</b>	<b>12,205</b>	<b>12,215</b>	<b>12,358</b>	<b>12,996</b>	<b>13,091</b>	<b>100%</b>	<b>1%</b>	<b>7%</b>

### Enrollment By Class , Fall Semesters 2000 Through 2002

Classification	Fall	Fall	Fall	Fall	Fall		1 Yr % Change	5 Yr % Change
	1998	1999	2000	2001	2002	%		
Freshman	2,983	3,085	3,197	3,240	3,026	23%	-7%	1%
Sophomore	2,322	2,255	2,276	2,490	2,636	20%	6%	14%
Junior	2,450	2,348	2,377	2,389	2,541	19%	6%	4%
Senior	3,111	3,137	3,005	3,154	3,019	23%	-4%	-3%
Graduate	906	964	1,065	1,208	1,428	11%	18%	58%
Doctoral	92	109	119	149	138	1%	-7%	50%
Post-Bac	341	317	319	366	303	2%	-17%	-11%
<b>Total</b>	<b>12,205</b>	<b>12,215</b>	<b>12,358</b>	<b>12,996</b>	<b>13,091</b>	<b>100%</b>	<b>1%</b>	<b>7%</b>

**Enrollment-Undergraduate : By Ethnicity, Fall Semesters 2000 Through 2002**

Ethnicity	Fall	Fall	Fall	Fall	Fall		1 Yr %	5 Yr %
	1998	1999	2000	2001	2002	%	Change	Change
White	8,357	8,166	8,061	8,315	8,266	74%	-1%	-1%
Black	1,432	1,548	1,628	1,702	1,704	15%	0%	19%
American Indian	64	64	60	56	50	0%	-11%	-22%
Hispanic	864	902	953	1,035	1,026	9%	-1%	19%
Asian/Pacific Islander	112	100	98	104	99	1%	-5%	-12%
International	37	45	55	61	77	1%	26%	108%
Total	10,866	10,825	10,855	11,273	11,222	100%	0%	3%

**Enrollment-Graduate\*: By Ethnicity, Fall Semesters 1997 Through 2002**

Ethnicity	Fall	Fall	Fall	Fall	Fall		1 Yr %	5 Yr %
	1998	1999	2000	2001	2002	%	Change	Change
White	825	888	967	1,101	1,209	77%	10%	47%
Black	36	40	40	51	78	5%	53%	117%
American Indian	2	5	3	5	3	0%	-40%	50%
Hispanic	75	81	102	111	169	11%	52%	125%
Asian/Pacific Islander	19	20	28	15	24	2%	60%	26%
International	41	39	44	74	83	5%	12%	102%
Total	998	1,073	1,184	1,357	1,566	100%	15%	57%

\*Does not include PostBac /Uncl

**Enrollment Summary by College, Fall Semesters 1997 Through 2002**

College	Fall	Fall	Fall	Fall	Fall*		1 Yr %	5 Yr %
	1998	1999	2000	2001	2002	%	Change	Change
College of Arts & Sciences	4,547	4,423	4,401	4,731	4,431	34%	-6%	-3%
College of Business	2,216	2,359	2,485	2,764	2,729	21%	-1%	23%
College of Criminal Justice	1,229	1,316	1,234	1,129	1,506	12%	33%	23%
College of Education & Applied Science	4,213	4,117	4,238	4,372	4,424	34%	1%	5%
Total	12,205	12,215	12,358	12,996	13,090	100%	1%	7%

\* Does not include 1 student enrolled in Academic Services

**Enrollment by College and Classification, Fall Semesters 1997 Through 2002**

Arts & Sciences	F1998	F1999	F2000	F2001	F2002		1 Yr %Change	5 Yr % Change
Freshman	1,636	1,645	1,693	1,767	1,458	33%	-17%	-11%
Sophomore	964	873	902	1,023	999	23%	-2%	4%
Junior	799	760	765	796	771	17%	-3%	-4%
Senior	942	947	878	934	965	22%	3%	2%
Graduate	156	142	120	175	196	4%	12%	26%
Doctoral	0	0	0	0	0	0%	0%	0%
Post-Bac	50	56	43	36	42	1%	17%	-16%
<b>Total</b>	<b>4,547</b>	<b>4,423</b>	<b>4,401</b>	<b>4,731</b>	<b>4,431</b>	<b>100%</b>	<b>-6%</b>	<b>-3%</b>

Business	F1998	F1999	F2000	F2001	F2002		1 Yr %Change	5 Yr % Change
Freshman	419	472	536	608	497	18%	-18%	19%
Sophomore	491	468	497	564	576	21%	2%	17%
Junior	564	558	586	620	662	24%	7%	17%
Senior	586	650	656	719	721	26%	0%	23%
Graduate	128	164	174	186	221	8%	19%	73%
Doctoral	0	0	0	0	0	0%	0%	0%
Post-Bac	28	47	36	67	52	2%	-22%	86%
<b>Total</b>	<b>2,216</b>	<b>2,359</b>	<b>2,485</b>	<b>2,764</b>	<b>2,729</b>	<b>100%</b>	<b>-1%</b>	<b>23%</b>

**Enrollment by College (Continued), Fall Semesters 1997 Through 2002**

Criminal Justice	F1998	F1999	F2000	F2001	F2002		1 Yr % Change	5 Yr % Change
Freshman	292	320	295	183	391	26%	114%	34%
Sophomore	200	256	210	208	291	19%	40%	46%
Junior	256	268	253	224	279	19%	25%	9%
Senior	359	345	317	322	326	22%	1%	-9%
Graduate	66	69	66	71	127	8%	79%	92%
Doctoral	52	56	66	74	73	5%	-1%	40%
Post-Bac	4	2	27	47	19	1%	-60%	375%
Total	1,229	1,316	1,234	1,129	1,506	100%	33%	23%

Education	F1998	F1999	F2000	F2001	F2002		1 Yr % Change	5 Yr % Change
Freshman	636	648	673	682	680	15%	0%	7%
Sophomore	667	658	667	695	770	17%	11%	15%
Junior	831	762	773	749	828	19%	11%	0%
Senior	1,224	1,195	1,154	1,179	1,007	23%	-15%	-18%
Graduate	556	589	705	776	884	20%	14%	59%
Doctoral	40	53	53	75	65	1%	-13%	0%
Post-Bac	259	212	213	216	190	4%	-12%	-27%
Total	4,213	4,117	4,238	4,372	4,424	100%	1%	5%

**Enrollment by Counties With 150 Or More Students, Fall Semester 1997 Through 2002**

County	Fall 1998	Fall 1999	Fall 2000	Fall 2001	Fall 2002	1 Yr % Change	5 Yr % Change
Harris	3,884	3,866	3,937	4,055	4,098	1%	6%
Montgomery	1,359	1,369	1,432	1,514	1,527	1%	12%
Walker	1,500	1,487	1,424	1,495	1,392	-7%	-7%
Brazos	355	372	405	469	502	7%	41%
Fort Bend	332	325	338	338	328	-3%	-1%
Brazoria	276	290	294	300	320	7%	16%
Galveston	245	243	255	277	283	2%	16%
Dallas	225	221	215	231	256	11%	14%
Liberty	166	179	173	174	204	17%	23%
Polk	149	151	134	171	185	8%	24%
Tarrant	104	111	124	131	149	14%	43%

**Resident and Commuting Students, Fall Semesters 1997 Through 2002**

**INSR02**

	Fall 1998	Fall 1999	Fall 2000	Fall 2001	Fall 2002	1 Yr % Change	5 Yr % Change
On & Off-Campus (Walker County)	5,497	5,458	5,358	5,668	6,053	7%	10%
Commuting	6,708	6,757	6,997	7,328	7,038	-4%	5%
Total	12,205	12,215	12,355	12,996	13,091	1%	7%

**New Student Enrollment, Fall Semesters 1997 Through 2002**

Classification	Fall 1998	Fall 1999	Fall 2000	Fall 2001	Fall 2002	1 Yr % Change	5 Yr % Change
Beginning Freshmen	1,620	1,643	1,713	1,773	1,670	-6%	3%
New Transfers	1,393	1,405	1,496	1,513	1,560	3%	12%
First-Time Graduates*	-	192	249	461	513	11%	0%
Other Students (Continuing/Former)	9,192	8,975	8,897	9,249	9,348	1%	2%
Total	12,205	12,215	12,355	12,996	13,091	1%	7%

Appendix II : Strategic Enrollment Initiatives

Recruitment & Enrollment					
Goal 1: Recruit, track & enroll new freshmen and undergraduate transfers.					
Project	Timeline	Responsible Party	Cost	Funding Source	Quantative Outcomes
Establish a routine of sending thank you letters to prospective students who visited Sam Houston Campus each month	monthly	Office of the President	varies depending on how many each month	Funds from President's office O&M account	With personal contact from the President of the University, many students have reported they were impressed that the President took time to write them
A full-time recruiter was hired in 2002 to enhance recruiting efforts of the College of Criminal Justice.	2002 and annual	College of Criminal Justice	N/A	Funded in annual budget cycle	Total number of beginning freshman and transfer students' enrollment increased 142% since last year.
The College of Criminal Justice is actively pursuing minority faculty to hire for Fall 2003.	2003	College of Criminal Justice	N/A	Funded in annual budget cycle	Additional minority faculty in the College of Criminal Justice.
Wrote letters and sent brochures to high schools and community colleges in the region to advertise the Physics Program.	2002	Department of Physics	N/A	Funded in annual budget cycle	88 High schools and 40 community colleges received information about the Physics program.
"2 plus 2" brochures for select community colleges that provide large numbers of student for SHSU were created by the College of Business Administration and made available on their website and through a degree plan software package.	2002	College of Business Administration	N/A	Funded in annual budget cycle	N/A
Representatives from the College of Business Administration have made and will continue to make trips to visit community college counselors with the purpose of providing information needed to create seamless transitions from community colleges to SHSU.	2002 and annual	College of Business Administration	N/A	Funded in annual budget cycle	N/A
Print graduate and undergraduate recruitment brochures.	2002	Department of Health & Kinesiology	\$2,000.00	Funds from Health & Kinesiology O&M Account	Brochures disseminated
Brochures disseminated through SHSU recruitment office to high schools in Texas	2002	Department of Health & Kinesiology	\$500.00	Funds from Health & Kinesiology O&M Account	Disseminated brochures
improve recruiting efforts by tracking, providing more services, and following-up on campus visitors	2003 and annual	Undergraduate Admissions	N/A	Funds from Und. Admissions. Local & State Accounts	By the next reporting cycle, increase number of visitors.
recruit more prospective freshmen and transfer students by improving services offered at "Saturdays@Sam!" campus visits	2003 and annual	Undergraduate Admissions	\$5,000 for printing & postage	Funds from Und. Admissions. Local & State Accounts	By the next reporting cycle, increase number of attendees.
attract area high school students to campus by hosting the Greater Huntsville Area College Night, a "one-stop-shopping" college recruiting fair	2003 and annual	Undergraduate Admissions	Approximately \$275 toward meal for representatives of colleges and institutions	Funds from Und. Admissions. Local & State Accounts	By the next reporting cycle, increase number of contacts with prospective students.

Appendix II : Strategic Enrollment Initiatives

Recruitment & Enrollment					
Goal 1: Recruit, track & enroll new freshmen and undergraduate transfers.					
Project	Timeline	Responsible Party	Cost	Funding Source	Quantative Outcomes
Establish an information packet including departmental brochures and career brochures for recruiting	2002 and annual	Department of Psychology & Philosophy	Unknown	Funds from department	By the next reporting cycle, the brochures will be developed and available for prospective students.
Continue Athletic Sport Recruitment to bring quality student athletes to Sam Houston	Annually	Department of Athletics: 16 sports	\$50,000.00	Individual Sports Budgets	Signing recruited student-athletes to athletic scholarships at NCAA maximums for all 16 sports.
Send recruitment letters from departmental faculty and flyers/brochures to high school and junior college students expressing an interest in our program	2002 and annual	Agricultural Sciences	\$4,000.00	Houston Livestock Show and Rodeo graduate assistant support and Agricultural Sciences accounts	Mailed requests for information to over 3,000 potential students
Conduct the Sam Ag Day in conjunction with Saturdays at Sam!	2002 and annual	Agricultural Sciences	\$500.00	Ag Ambassador account	Served lunch and provided tours of facilities to approximately 70 prospective students and their guests
Expand personal correspondence with secondary school students who are prospective candidates for enrollment in the Department of Technology. A database will be created through the use of recruitment booths at regional and state conferences as well as contacts supplied by Undergraduate Admissions.	2002 and annually	Technology - Departmental Secretary	\$400.00	Technology Department's budget	By the next reporting cycle, 100 % of the contact initiatives will have been completed.
FCS Recruitment System - The Department of Family and Consumer Sciences will establish a system whereby a plethora of outreach strategies will be used to maximize recruitment efforts.	2002-2003	Family & Consumer Sciences, Dr. Janis White, Chair	\$3,200.00	FCS Operating Budget	By the next reporting cycle, 100% of the strategies (ongoing and planned) shall be in effect.
Provide information to in coming Freshmen, Transfer Students, and their parents enabling their first experience with the University community to be less frustrating.	2002 and annual	Business Office	\$400 - \$600	Funds from Business Office Salary Account	The materials presented in the Orientation sessions are also published in the new student Orientation booklet. The number of copies issued will measure the number of students and parents who have received the material.
Celebration of Teaching-Prospective high school students come to campus for a day to visit and learn about opportunities in teaching	Fall, annually	Language, Literacy & Special Populations and Kappa Delta Pi	\$1,500.00	Geraldine Dodge Foundation, Kappa delta Pi, and the department of Language, Literacy & Special Populations	N/A

Appendix II : Strategic Enrollment Initiatives

Recruitment & Enrollment					
Goal 2: Recruit, track, & enroll additional hispanic students					
Project	Timeline	Responsible Party	Cost	Funding Source	Quantative Outcomes
employ a spanish speaking recruiter to meet recruiting needs of prospective hispanic students	2003 and annual	Undergraduate Admissions	will vary depending on number of schools and conferences attended	Funds from Und. Admissions. Local & State Accounts	Hopes of contacting more Hispanic students
market the university to the Houston hispanic community by attending the Houston Hispanic Forum	2003 and annual	Undergraduate Admissions	Registration Fee (\$300), Travel expenses for Admissions Representatives	Funds from Und. Admissions. Local & State Accounts	By the next reporting cycle, increase number of contacts with prospective students.
Assist the Undergraduate Admissions office with hosting Encuentro - a Hispanic Conference with the goal of providing area hispanic families with information regarding the opportunities for attending college	2003 and annual	Undergraduate Admissions	\$100.00	Funds from Und. Admissions. Local & State Accounts	By the next reporting cycle, increase number of contacts with prospective students.
The annual Brazos Valley Technology Student Association Conference and Competition is hosted each spring.	2002 and annual	Department of Technology	N/A	Funded in annual budget cycle	Approximately 2,000 prospective students throughout Southeast Texas come to campus each year.
Goal 3: Recruit, track, and enroll additional graduate level students					
Establish recruitment visitations (visit colleges without masters' programs) to solicit master's candidates	2002-2003	Department of Health & Kinesiology	\$1,000.00	Funds from Health & Kinesiology O&M Account	Recruited at three colleges
Establish a strategy for recruitment that includes response to inquiries and proactively recruiting for diversity graduate students	2002 and ongoing	Department of Psychology & Philosophy	Amount varies with travel that may be required	Funds from department	By the next reporting cycle, our recruitment strategy will be in place.
EDLC-- Annually evaluate accomplishments in recruiting and retaining high quality graduate students and students from diverse backgrounds	2003 and annually	Doctoral Program Directors	\$100.00	Doctoral Program in EDLC and Counselor Education	By the end of 2002-2003 academic year, the doctoral students will evaluate the accomplishments of the department in terms of recruiting and retaining high quality graduate students and students from diverse backgrounds
EDLC – continue to develop cohorts in the school districts (both onsite and via distance education interactive television) in order to increase recruitment and retention of graduate students	2002 and annually	Chair	Travel for faculty to attend classes (varies by site)	Departmental	By the end of 2002-2003 academic year, the numbers of external graduate cohorts and the effectiveness of those cohorts to recruit and retain students will be evaluated and reported.
The College of Business Administration is funding a campaign to increase awareness of its evening M.B.A. and M.S. programs.	2002	College of Business Administration	N/A	Funded in annual budget cycle	N/A
In order to broaden participation in graduate programs, the Department of Educational Leadership and Counseling has developed numerous cohort groups which deliver programs in the area school districts.	2002 and annual	Department of Educational Leadership and Counseling	N/A	Funded in annual budget cycle	N/A

Appendix II : Strategic Enrollment Initiatives

<b>Retention &amp; Graduation</b>					
<b>Goal 1: Increase accessibility to classes and related services for on-campus and distance learners.</b>					
<b>Project</b>	<b>Timeline</b>	<b>Responsible Party</b>	<b>Cost</b>	<b>Funding Source</b>	<b>Quantative Outcomes</b>
Keep prospective and current students aware of Department updates and events through access to the Department's website.	2002 and Update biannually	Technology - Departmental Secretary	N/A	Funded in annual budget cycle	By the next reporting cycle, website will reflect updated data.
Maintain and expand credit card usage on the web. This enables the Cashier Office to provide more personal service to the students, faculty, and staff.	2002 and annual	Business Office	No direct cost to the Business Office.	n/a	The volume of usage of this form of payment will indicate its effectiveness.
Maintain a web site which provides essential information for students, prospective students, their parents, faculty, and staff.	2002 and annual	Cashiers Office	\$200 - \$400	Funds from Business Office Salary Account	Adding a counter to this web site would indicate its usage. The Cashiers Office will keep a log on when the updates occur and what material was affected.
The University Center Liaison for Student Services	2001 and annual	The University Center Liaison for Student Services	\$10,000.00	Funds from The University Center Liaison for Student Services O & M accounts	By the end of each semester (including summer school sessions) all CD-ROMs and accompanying materials will have been delivered to students at The University Center to "connect" these distance-learning students with the University and enhance retention.
Enhance way finding and information signage on campus and in adjoining parking lots to ease transition of new students into the University community	2003	F&O/Physical Plant	\$500,000.00	General Use Fee fund balance	This project is scheduled for completion during this fiscal year. Project in design and expect to award construction in November.
Perform construction management and commissioning responsibilities for academic facilities expansion and improvement.	2005	F&O/Physical Plant	\$26,200,000.00	Revenue Bonds, HEAF and General Use Fees	Renovation and upgrade to Farrington, Smith Hutson, NG Library, and the Teacher Education Complex to expand and enhance academic programs. Completion in FY 2005.
<b>Goal 2: Provide increased counseling, advisement and tutoring services and faculty-student contact for residential and distance students.</b>					
Continue effective Advising for students	2002 and ongoing	Department of Psychology & Philosophy	Unknown	Funds from department	By the next reporting cycle, we will be able to report that our advising program is functioning as it should
FCS Advisement Strategy - The Department of Family and Consumer Sciences will continue to advise and offer special assistance to students, including those identified as "at risk".	2002-2003	Family & Consumer Sciences, Dr. Janis White, Chair	N/A	Advising students is part of faculty job description in FCS.	By the next reporting cycle, 100% of the strategies (ongoing and planned) shall be in effect.
improve student athlete education by providing services at the Learning Enhancement Center	1997 and annually	Department of Athletics	\$50,000.00	NCAA grant money	Achieve an overall department gpa of 2.80 or better.
EDLC-- develop a plan for mini-support groups for minority graduate students and graduate students who serve high need areas	2002	Chair and faculty members in EDLC	No Cost	Departmental	By the next reporting cycle, a plan for support which assists with retention of minority graduate students and graduate students who serve high need areas will be developed and in operation

Appendix II : Strategic Enrollment Initiatives

<b>Retention &amp; Graduation</b>					
<b>Goal 2: Provide increased counseling, advisement and tutoring services and faculty-student contact for residential and distance students.</b>					
<b>Project</b>	<b>Timeline</b>	<b>Responsible Party</b>	<b>Cost</b>	<b>Funding Source</b>	<b>Quantative Outcomes</b>
Assist in the purchase of computers for labs on campus	2002 and on-going	Purchasing Department	\$99,000.00	State	State-of-the-art technology available to students
The Sam Houston Writing Center was established to assist students with specific writing difficulties and improving students' written communication skills.	2002 and annual	Sam Houston Writing Center	N/A	Funded in annual budget cycle	N/A
Restructuring of the Developmental Mathematics Program to require two hours each week with instructros in addition to three hours of classroom instruction.	2002 and annual	Department of Mathematics and Statistics	N/A	Funded in annual budget cycle	N/A
A Mathematics Tutoring Laboratory was established that provides free tutoring assistance to improve student's mathematical skills.	2002 and annual	Department of Mathematics and Statistics	N/A	Funded in annual budget cycle	N/A
provide student account information online via the Student Accounts website	on-going	Admin Accounting	N/A	Admin Actcing Budget	Improved website giving students more and better information concerning their accounts.
The new Student Advising and Mentoring Center (SAM Center) is being developed to assist "at risk" students and students at all levels in increasing their efficiency at school.	2002 and annual	SAM Center	N/A	Funded in annual budget cycle	N/A
A 24x7 Internet-based academic advising service for students has been adopted by SHSU, on an experimental basis, for students in math and chemistry called SMARTHINKING.	2002 and annual	Department of Mathematics and Statistics and Department of Chemistry	N/A	Funded in annual budget cycle	N/A
The Barkat Learning Community was developed as a retention effort whereby students are placed in a common living area and take two or more classes in common.	2002 and annual	Counseling Center	N/A	Funded in annual budget cycle	The program has increased from 36 to 72 students for the Fall 2002 semester.
<b>Goal 3: Offer degrees in innovative and award-winning programs.</b>					
A Master's program in Forensic Science was added to the curriculum, the first of its kind in Texas and one of only a handful in North America.	2002	College of Criminal Justice	N/A	Funded in annual budget cycle	Year 1: 6 students; Year 2: 14 students; Year 3: 24 students on waiting list; two hundred applicants were reviewed
The Department of Art developed new degree programs in computer animation and computer visualization to support a growing industry in the state.	2002	Department of Art	N/A	Funded in annual budget cycle	Enrollment exceeded 90 student in the first year.

Appendix II : Strategic Enrollment Initiatives

<b>Retention &amp; Graduation</b>					
<b>Goal 3: Offer degrees in innovative and award-winning programs.</b>					
<b>Project</b>	<b>Timeline</b>	<b>Responsible Party</b>	<b>Cost</b>	<b>Funding Source</b>	<b>Quantative Outcomes</b>
The Department of History developed an online Master of Arts degree in Military History.	2002	Department of History	N/A	Funded in annual budget cycle	Enrollment in the graduate program in History jumped from 4 to 52 in the first year.
A new degree program in Multimedia Authoring and communication has been approved.	2002	College of Arts and Sciences	N/A	Funded in annual budget cycle	Over 200 inquiries have been made about the new program.
Faculty are being assisted in providing alternative classes via distance learning for nontraditional students.	2002	Office of Academic Instructional Technology and Distance Learning	N/A	Funded in annual budget cycle	N/A
<b>Goal 4: Provide additional on-campus services to students or otherwise improve standards of living on-campus.</b>					
Assisted in processing RFP for Student Housing	2002 and on-going	Purchasing Department	\$13,000,000.00	Bonds	Modern housing for students on campus
Assist in purchase of dormitory furniture	2002 and on-going	Purchasing Department	\$349,374.00	Local Funds	Higher standard of living for students on campus
Assist in the contracting of maintenance and repairs to dormitories	2002 and on-going	Purchasing Department	\$20,000.00	Local/State Funds	Higher level of safety and welfare for students on campus
create additional student housing - Bearkat Village	2003	Residence Life and Physical Plant	\$14,000,000.00	Bond Issue	Completion of the project.
provide additional student dining room - Southside Dining Project	2003	VP and Assoc VP Finance & Operations and Physical Plant	\$2,000,000.00	Residence Life Reserves	Completion of the project.
Establish newsletters, fliers, and posters to inform students of our operation and what we can offer to each student	2003	Sam Houston Press & Copy Center	\$1,600.00	Funds from Sam Houston Press & Copy Center account	By the next reporting cycle, 100% of the brochures, fliers, and posters will have been posted on campus and sent to all students
Administer influenza vaccine to students	2002 and annual	Health Center	\$2,470.00	Student service fees	By the next reporting cycle, 400 doses of the influenza vaccine will have been administered
Conduct health-related presentations and programs	2002	Health Center	varies amongst the different programs and presentations	Student service fees	By the next reporting cycle, the Health Center staff will have conducted a minimum of 10 health-related presentations.
Increase utilization of Health Center services by marketing underutilized programs	2002	Health Center	variable	Student service fees	By the next reporting cycle, the Health Center will have experienced a 5% increase in utilization of its services.
Completed development of 754 additional surface parking spaces in four new parking lots	FY 2002	Vice President for Finance & Operations and Physical Plant Administration	\$957,000.00	General Use Fee monies on hand	Completion of project and occupancy use
Completed renovation and expansion of Lowman Student Center	FY 2002	Vice President for Finance & Operations and Physical Plant Administration	\$11,300,000.00	TSUS Reveune Bonds (Lowman Student Center Fees)	Completion of project and occupancy use

Appendix II : Strategic Enrollment Initiatives

Retention & Graduation					
Goal 4: Provide additional on-campus services to students or otherwise improve standards of living on-campus.					
Project	Timeline	Responsible Party	Cost	Funding Source	Quantative Outcomes
Successfully obtained design/build proposals for Apartments-540 upperclassmen beds (2 BR, 1 Bath, Full Kitchen, Livingroom) and contract awarded 08/30/02. Apts. will be open for Fall '03 occupancy.	FY 2002	Vice President for Finance & Operations and Physical Plant Administration	\$14,500,000.00	TSUS Reveune Bonds (Housing)	Completion of project and occupancy use
Re-evaluate current student health insurance package	2002	Medical Services Advisory Committee	variable	Student service fees	By the next reporting cycle, the committee will have chosen a plan for the 2003-2004 academic year
Conduct an alcohol research study at SHSU	2002-2003	Research team	variable	grant	completion of the study
Provide convenient and working laundry facilities to University residents.	2002 and annual	Vending Office	\$100 - \$1500	Vending Machine Fund Operations	Usage can be measured by revenues collected and availability of working equipment can be measured by repair and maintainance time and cost.
Students' Legal and Mediation Services Retention Project	2001 and annual	Students' Legal and Mediation Services	\$2,500.00 annually	Funds from Students' Legal and Mediation Services O & M accounts	Update the CD-ROM annually, and distribute copies to currently enrolled students during each semester via various student activities channels including freshman orientation sessions.
Establish Test Anxiety Workshops	2002	Counseling Center	N/A	Funds from Counseling Center Account	Hold 6 workshops per academic year.
Stress and Anxiety Groups	2002	Counseling Center	N/A	Funds from Counseling Center Account	Increase number of groups offered to 8 per academic year.
Increase student usage of services provided by the Career Services department	2002 and annual	Career Services	Variable	Student Services Fees	By the next reporting cycle, methods of surveying students will have been established and program implementation will have begun.
Strive to enhance the quality of surface parking lots on campus and construct new lots as opportunities become available.	2003	F&O/Physcial Plant	\$5,600,000.00	General Use Fee and Parking Revenue fund balance	Completed construction of 650 new surface parking spaces and awarded construction of a new 450 space parking structure with completion expected in FY 2003. Resurfaced major student parking lot across from the coliseum and University Drive parking.
Perform construction management responsibilities for the New Classroom and Office Building (AB IV).	2003	F&O/Physcial Plant	\$9,000,000.00	Tuition Revenue Bonds and HEAF	Construct a four story classroom and office complex of 63,000 Square feet. Project will be completed in November, 2002.
Implement a plan to enhance the beauty of our grounds and the interior of our buildings.	2003	F&O/Physcial Plant	\$0.00	M&O funds	Landscaping between LSC and NG Library is being renovated to improve appearance and comfort level. Building entries and corridors are receiving additional attention to improve appearance. Completion in FY 2003.
Perform construction management responsibilities for BearKat Village I and II to be located across from Bowers Stadium.	2003	F&O/Physcial Plant	\$14,500,000.00	Revenue Bonds	Construct a 509 bed complex across BearKat Blvd from Bowers Stadium to be ready for occupancy by August 1, 2003.

Appendix II : Strategic Enrollment Initiatives

<b>Retention &amp; Graduation</b>					
<b>Goal 4: Provide additional on-campus services to students or otherwise improve standards of living on-campus.</b>					
<b>Project</b>	<b>Timeline</b>	<b>Responsible Party</b>	<b>Cost</b>	<b>Funding Source</b>	<b>Quantative Outcomes</b>
Perform construction management responsibilities for the South Side Dining Facility	2004	F&O/Physical Plant	\$2,000,000.00	Fund Balance	Construct a facility on the South side of Campus to provide food service primarily for resident and commuter students. Completion in FY 2004.
Develop and publish a comprehensive brochure for the Lowman Student Center to include information regarding facilities, services, and programs.	2002 and annual	Lowman Student Center office	\$500.00	Funds from student center fees	By the next reporting cycle, 100% of the brochure will be developed. To be distributed to those interested in the facility.
<b>Goal 5: Provide expanded data collection and interpretation related to students retention and graduation.</b>					
EDLC- continue the three-year cycle of evaluation of program activities with graduates and employers	2002 and every three years	EDLC Institutional Effectiveness Coordinator and Chair	\$300.00	Departmental	By the end of the 2002-2003 academic year, the EDLC will have results in the area of Educational Leadership related to satisfaction of graduates and their employers; Counseling conducted the evaluation 2001-2002 and will conduct their satisfaction evaluation survey in the next two years
EDLC-- Continue working with advisory boards for Educational Leadership and for Counseling	2002 and annually	Chair and Counseling Coordinator	\$300.00	Departmental	By the end of the 2002-2003 academic year, the Educational Leadership and Counseling Programs will have met with and gathered input from leaders in the fields in order to determine better strategies for recruiting and retaining graduate students.
Establish a survey system to answer questions concerning our operation and needs of all students	2003	Sam Houston Press & Copy Center	\$500.00	Funds from Sam Houston Press & Copy Center account	By the next reporting cycle, 100% of the surveys will have been given, with a 40% return rate
Establish a database on all enrolled Technology students to determine current classification, comments, and complaints; use survey data to determine retention levels and address concerns of students.	2002 and biannually	Departmental Faculty	N/A	Funded in annual budget cycle	By the next reporting cycle, 100 % of the surveys will have been evaluated and appropriate action taken to address concerns and retention.
FCS Assessment System - The Department of Family and Consumer Sciences will collect data from graduates and employment supervisors to assess and improve current program offerings	2002-2003	Family & Consumer Sciences, Dr. Janis White, Chair	\$200.00	FCS Operating Budget	By the next reporting cycle, 100% of the surveys will be given and the data collected.
Provide customers satisfaction in products by conducting point of sale surveys from consumers	2002 and annual	Vending Office	\$240 - \$480	Vending Machine Fund Salary Account	Sales comparisons between fiscal years will be the measure of consumer satisfaction.
Establish a report that will provide more comprehensive data regarding graduating seniors' employment status.	2002 and annual	Career Services	Variable	Student Services Fees	By the next reporting cycle, a method of collecting data will have been developed and data collection will have begun.
Redevelop a facility usage satisfaction survey and distribute to reservers of facility space.	2002 and annual	Lowman Student Center office	\$100.00	Funds from student center fees	By the next reporting cycle, the survey will be redeveloped. 40% of the surveys distributed will be returned.

Appendix II : Strategic Enrollment Initiatives

Retention & Graduation					
Goal 6: Increase student interaction and campus connectedness to increase student feelings of belonging.					
Project	Timeline	Responsible Party	Cost	Funding Source	Quantative Outcomes
Sponsor to the University's Racquetball Club	2002 and on-going	Purchasing Department	None	None	Greater appreciation for the University, faculty, and staff. Promotes school spirit, unit, and teamwork.
continue promoting SHAW-(Sam Houston Alliance for Wellness), a student organization to bring students together and provide an outlet for community service	2002	D. Kennedy & M. Ramsey	Dues	Students	maintain majors
Eta Sigma Gamma (Health honorary) student organization to promote excellence through scholarship of health majors	2002	M. Bass & R. Keathley	Dues	Students	maintain majors
SHSU Racquetball Club to provide competition and comraderie among students	2002	R. Case	Dues	Students	solicit new majors
Establish a NCAA Life Skills Program	2002 and annual	Department of Athletics	\$2,000.00	Funds from Athletic Academic Account	Incorporate into former Kin 116 class, assist Student-athlete Advisory Council in recruitment of sport representatives and issues forwarded to athletic administration.
Sponsor Beef Cattle Show Team and Swine Show Team	2002 and annual	Agricultural Sciences	\$10,000.00	Organization sponsorship, Ag Development acct., University Farm act., private donations, personal expenses assumed by student participants	Team members made contact with over 200 prospective students through their exhibition of university-owned livestock and participation by our own students contributed to their retention at SHSU
Sponsor and encourage participation of students in non-curricular activities benefiting the department and departmental majors through service at departmental functions and participation in student chapters of the National Association of Industrial Technology and the National association of Home Builders.	2002 and annually	Departmental Faculty	N/A	Funded in annual budget cycle	By the next reporting cycle, maximum enrollment in the National Association of Industrial Technology and the National association of Home Builders will be evident. Each activity will be evaluated independently.
Perform construction management and commissioning responsibilities for a RecSports addition to HKC.	2005	F&O/Physical Plant	\$6,700,000.00	RecSports Fees	Construct an addition to HKC to address additional popular recreational activities. Completion in FY 2005.
Perform construction management responsibilities for a new Baseball/Softball Complex.	2005	F&O/Physical Plant	\$4,000,000.00	Revenue Bonds	Construct a new Baseball/Softball complex adjacent to Bowers Stadium to accommodate NCAA competition. Completion in FY 2005.
Reactivate and reorganize the Lowman Student Center Board of Directors.	2002 and annual	Lowman Student Center office	\$0.00	n/a	By the next reporting cycle, the board will be reorganized and will be meeting on a regular basis.

Appendix II : Strategic Enrollment Initiatives

Retention & Graduation					
Goal 7: Provide information and facilitate communications among offices of programs on recruitment, retention, and graduation.					
Project	Timeline	Responsible Party	Cost	Funding Source	Quantative Outcomes
Establish a searchable database of all SHSU retention, graduation and marketing strategies	2002 and annual	Institutional Research, Computer Services, reporting offices	\$1,600.00	Funds from Institutional Research Salary Account	By the next reporting cycle, 100% of the strategies (ongoing and defined in the future) will be listed in the searchable database.
Establish a longitudinal survey system to answer questions concerning students and alumni	2002	Institutional Research	\$10,000.00	Funds from Institutional Effectiveness Account	By the next reporting cycle, 100% of the surveys will have been given, with a 40% return rate
Establish a longitudinal survey system to answer questions concerning faculty and staff	2002	Institutional Research	\$5,000.00	Funds from Institutional Effectiveness Account	By the next reporting cycle, 100% of the surveys will have been given, with a 40% return rate
Establish a revised mini-profiles in brochure form	2002	Institutional Research	\$500.00	Funds from Institutional Effectiveness Account	By the next reporting cycle, 100% of the brochures will be sent to on-campus offices
Work with each uniform recruitment and retention program to evaluate the programs effectiveness	2002 and annual	Institutional Research, University Administration and the office supervising the programs	varies depending on program	Funds from Institutional Research, various University Administration and office Salary Accounts	100% of the programs identified in the 2002 SHSU uniform recruitment and retention report will be evaluated
Establish a report that will provide information on the progress of the university and individual programs in their recruitment and retention effort	2002	Institutional Research, University Administration and the office supervising the programs	\$1,000.00	Funds from Institutional Effectiveness Account	report completion
An articulation agreement with the Polish National Police to train Polish police officers at SHSU was completed.	2002	College of Criminal Justice	N/A	Funded in annual budget cycle	U.S. students will be given the opportunity to travel abroad to study the Polish criminal justice system.
A conference for high school criminal justice educators is hosted to provide professional training.	2002 and annual	College of Criminal Justice	N/A	Funded in annual budget cycle	During orientation, 60% of students indicated they had taken a criminal justice class in high school.
A National Science Foundation grant was received to retrain middle school teachers to become master teachers in middle school mathematics.	2002	Department of Curriculum and Instruction	N/A	Funded in annual budget cycle	One hundred middle school teachers to be retrained
A Student Support Services TRIO Grant was secured over a four-year period to recruit and retain low income, first generation college students.	2002	Department of Educational Leadership and Counseling	N/A	Funded in annual budget cycle	150 students are served on all three campuses (SHSU, Tomball College, and Montgomery College) over the fours years. 12 students graduated from SHSU in 2002 and 7 transferred in from the community colleges in the grant.
An articulation agreement was developed with five community college for program in Agriculture.	2002	Department of Agricultural Sciences	N/A	Funded in annual budget cycle	Approximately 272 students participated.
Numerous grants were received to prepare minority teachers.	2002	Department of Language, Literacy and Special Populations	N/A	Funded in annual budget cycle	Over the last three years, 66 undergraduate and 11 graduate Hispanic students have been served.

Appendix II : Strategic Enrollment Initiatives

Retention & Graduation					
Goal 7: Provide information and facilitate communications among offices of programs on recruitment, retention, and graduation.					
Project	Timeline	Responsible Party	Cost	Funding Source	Quantative Outcomes
learn about legislative changes and share recruiting ideas with other colleges by attending the TACRAO Conference	2003 and annual	Undergraduate Admissions	varies depending on conference fees, number of staff attending and their travel expenses	Funds from Und. Admissions, Local & State Accounts	Continue to improve methods & overall efficiency in admitting students. Find new ways to market to students.
Division of Student Services Retention Committee (S-SAM)	2002 -2003	Division of Student Services S-Sam Committee	\$500.00	Funding from the Division of Student Services	The report will be completed in 2002. The report will be utilized along with the report on the Division of Student Services Staff values (to be completed in 2003) to enhance the delivery of service to students in order to increase retention.
A college-level Program Coordinator for Articulation position was created for developing 2+2 articulation agreements between SHSU and every community college in the region and publishing the joint degree plans online.	2002	College of Arts & Sciences	N/A	Funded in annual budget cycle	Establish 2+2 agreements for every program within the College of Arts & Sciences. So far, 19 community colleges have 2+2 agreements.
Goal 8: Provide students with work and financial aid or other financial assistance.					
Hiring of student workers within the department	2002 and on-going	Purchasing Department	\$32,000.00	State/Local	Funding source for students' enrollment, provides students on the job training
provide increased funds to students through Texas Grant	2003 and on-going	Financial Aid Dept	\$2,800,000.00	Coord. Bd. Transfers	Increase in expenditure each year.
continue employing a large number of students in the Payroll office	on-going	Payroll	N/A	Payroll Budget	Continued large number of employed students
continue scholarship and employment opportunities to students through Contract & Grant Management	on-going	Contracts & Grants	N/A	Contracts & Grants budget	Continued scholarship and employment for students
Ed. Leadership and Counseling Dept. (EDLC) will continue to seek grants and scholarships to support minority student graduate enrollment or graduate students who serve high need areas	2002 and annual	All Faculty Members in EDLC	Grantwriting time will attempt to be provided by the department	Departmental for grantwriting time	By the next reporting cycle, at least two grants will have been written related to recruitment and retention of minority graduate students or students who serve high need areas.
Sam Houston Dietetic Internship Program The Department of Family and Consumer Sciences will continue to recruit and prepare dietetic interns, especially in regard to underrepresented populations and under served rural areas of SE Texas.	2002-2003	Family & Consumer Sciences, Dr. Zaheer Kirmani, Director	\$7,300.00	Faculty Salaries and Local Dietetic Intership Account	By the next reporting cycle 100% of the goals given (ongoing and planned) shall be in effect.

Appendix II : Strategic Enrollment Initiatives

Retention & Graduation					
Goal 8: Provide students with work and financial aid or other financial assistance.					
Project	Timeline	Responsible Party	Cost	Funding Source	Quantative Outcomes
The Department of English and Foreign Languages developed an undergraduate internship program for students in technical writing. Interns work with at-risk students in Houston through the "Communities in Schools Program" of the Houston ISD.	2002 and annual	Department of English and Foreign Languages	N/A	Funded in annual budget cycle	N/A
Over \$65,000 in scholarships each year to 75-100 students are awarded, attracting many students pursuing teacher certification.	2002 and annual	Department of Agricultural Sciences	N/A	Funded in annual budget cycle	
SHSU had increased the amount of money available for scholarships.	2002 and annual	SHSU	N/A	Funded in annual budget cycle	Over the past five years scholarship monies have increased by ten times.
\$166,000 in scholarship/fellowship awards to undergraduate and graduate students were awarded to assisit students with financial obligations	2002 and annual	College of Criminal Justice	N/A	Funded in annual budget cycle	N/A

Appendix II : Strategic Enrollment Initiatives

Marketing					
Goal 1: Create a consistent, positive image of the university.					
Project	Timeline	Responsible Party	Cost	Funding Source	Quantative Outcomes
A consulting firm has been hired to assess the university image and design a campaign	2002	President's Office	Unknown	Funded in annual budget cycle	An enhanced university image with an emphasis on higher minority areas of the state
Improve signage as a citywide effort to define campus boundaries, assist new visitors, and help students on campus find their way	2002-2003	President's Office	N/A	Funded in annual budget cycle	Completion of Signage project
Re-opening event for the newly remodeled Lowman Student Center	2002-2003	President's Office	N/A	Funded in annual budget cycle	Recently Completed
Strongly consider recommendations made in the report on campus traditions completed by the Traditions committee, chaired by President Emeritus Bobby K. Marks	2002-2003	President's Office	N/A	Funded in annual budget cycle	N/A
Use newly developing President's Circle to build a statewide network of friends to help us share our messages.	2002-2003	President's Office	N/A	Funded in annual budget cycle	N/A
Continue a number of activities which are underway such as billboards and other advertising, the promotion of SHSU experts in media, campus stationery standardization, and partnership in the new Huntsville Activities Guide	2002-2003	President's Office	N/A	Funded in annual budget cycle	N/A
A new toll free telephone line at 1.866.BEARKAT has been established as well as upgrading of campus telephone service and procedures	2002-2003	President's Office	N/A	Funded in annual budget cycle	Recently Completed
Websites and e-mail addresses are being reconfigured to create a consistent image and sensible addressing	2002-2003	President's Office	N/A	Funded in annual budget cycle	N/A
Rent a convention booth at Texas Association of Health, Physical Education, Recreation and Dance annual convention	2002	Department of Health & Kinesiology	\$500.00	Funds from Health & Kinesiology O&M Account	Attended Ft. Worth convention
Web page utilized to attract both graduate and undergraduate candidates	2002	Department of Health & Kinesiology	N/A	Funds from Health & Kinesiology O&M Account	Revised web page
market the university to quality, prospective students via virtual tours and university information presented on CD-ROM	2003	Undergraduate Admissions	\$35,000.00	Academic Affairs Office. We are assisting them in this project	The project will be reviewed annually to determine the success of the project and also if it has become dated and needs to be re-done.

Appendix II : Strategic Enrollment Initiatives

<p>market the university to high school and community college counselors by attending and promoting the High School Counselors Conference and Community College Counselors Conference</p>	<p>2003 and annual</p>	<p>Undergraduate Admissions</p>	<p>varies depending on number of attendees</p>	<p>Funds from Und. Admissions. Local &amp; State Accounts</p>	<p>By the next reporting cycle, increase number of attendees.</p>
---	------------------------	---------------------------------	--	---	---

Appendix II : Strategic Enrollment Initiatives

Marketing					
Goal 1: Create a consistent, positive image of the university.					
Project	Timeline	Responsible Party	Cost	Funding Source	Quantative Outcomes
obtain lists of ACT/SAT scores in order to market the university to qualified students	2003 and annual	Undergraduate Admissions	No charge currently	Funds from Und. Admissions. Local & State Accounts	Continue to contact every qualified prospective student on the lists.
market the university and network with other college admissions counselors and high school counselors at the Texa Assocation of College Admissions Counselors conference	2003 and annual	Undergraduate Admissions	varies depending on conference fees, number of staff attending and their travel expenses	Funds from Und. Admissions. Local & State Accounts	Continue to visit with high school counselors, distributing SHSU materials. Very dependent upon how many high school counselors attend conference and location of conference.
Continue to build strong connections with employers as part of our Marketing Strategy	2002 and ongoing	Department of Psychology & Philosophy	Unknown	Funds from department	By the next reporting cycle, we will be able to report that our practicum and internship program continues to be a success
Staff recruiting booth at the Houston Livestock Show and Rodeo	2002 and annual	Department of Agricultural Sciences and Agricultural Ambassadors	\$1,700.00	Student Service Fee allocation, Ag Development Fund, and funds from the SHSU Office of Recruitment and undergraduate Admissions	Made contact with over 500 potential students, receiving address cards from approximately 200. All were mailed recruitment materials from both the Department and the University.
Staff recruiting booth at the State FFA Convention	2002 and annual	Department of Agricultural Sciences and Agricultural Ambassadors	\$400.00	Ag Ambassador account, Department of Agricultural Sciences funds	Mailed over 700 recruitment packets (letters and departmental flyers) to prospective students
Staff recruiting booth at the State Ag Teachers Conference	2002 and annual	Agricultural Sciences	\$900.00	Ag Alumni Association support and Ad Development account	Made contact with over 300 agriscience teachers from across Texas and provided recruiting materials is desired
Sponsor Area and State FFA Leadership and Career Development Events	2002 and annual	Agricultural Sciences	\$7,000.00	Houston Livestock Show and Rodeo and Ag Judging Contest Account	Conducted competitive events and sponsored awards for over 1,200 high school students on the campus of SHSU
Extend public school students' knowledge of the Department of Technology by providing departmental brochures to area high schools and community colleges.	2002 and semiannually	Technology - Departmental Secretary	\$500.00	Technology Department's budget	By the next reporting cycle, 100 % of selected area schools will have been supplied Departmental brochures.
FCS Marketing Strategy - The Department of Family and Consumer Sciences will continue to build ties to form partnerships with business and professional organizations to facilitate the marketing of our graduates to the world of work.	2002-2003	Family & Consumer Sciences, Dr. Janis White, Chair	\$2,700.00	FCS Operating Budget	By the next reporting cycle, 100% of the strategies (ongoing and planned) shall be in effect.

Appendix II : Strategic Enrollment Initiatives

Marketing					
Goal 2: Respond to Stakeholder Concerns.					
Project	Timeline	Responsible Party	Cost	Funding Source	Quantative Outcomes
An additional 750 parking spaces are being created on campus	2002-2003	President's Office	N/A	Funded in annual budget cycle	Completion of Parking Project
Planning is underway for the construction of apartment-type housing on university property, and improvements are being made on existing housing	2002-2003	President's Office	N/A	Funded in annual budget cycle	Completion of Housing project
A new dining facility is being added on the south side of campus	2002-2003	President's Office	N/A	Funded in annual budget cycle	Completion of Dining Facility
A new general purpose/classroom building is being completed to house educational departments, the Academic Enrichment Center, a Computer Services lab, a testing center, the Honors Program, classrooms, and a lecture hall.	2002-2003	President's Office	N/A	Funded in annual budget cycle	Completion of General Purpose/classroom building
Fee increases have recently been approved that will be used for installation of a computer-based electronic lock system on all academic buildings, additional faculty and staff support for instruction, upgrading classrooms with computer and other instructional equipment, adding technical support personnel, and reducing class sizes	2002-2003	President's Office	N/A	Funded in annual budget cycle	Completion of Locking system
Recommendations will be considered from a committee which is tasked with suggestions for improvements for the current campus ID card.	2002-2003	President's Office	N/A	Funded in annual budget cycle	Possible changes to include an "all-in-one" loaded card capable of handling all on-campus transactions, financial and otherwise; in addition to usage at off campus locations.
Perform construction management and commissioning responsibilities for a Visitors Center.	2004	F&O/Physical Plant	\$900,000.00	General Use Fees	Completion in FY 2004
Division of Student Services Retention Committee (S-SAM)	2002-2003	Division of Student Services S-Sam Committee	\$500.00	Funding from the Division of Student Services	By the next reporting cycle, one hundred percent (100%) of the surveys will have been given, with a ninety percent (90%) return rate. The survey will be evaluated and focus groups formed to implement any necessary change in the delivery of service to increase retention. A final report will be completed by Spring 2003.

Appendix II : Strategic Enrollment Initiatives

Marketing					
Goal 3: Increase Minority Marketing and Recruitment					
Project	Timeline	Responsible Party	Cost	Funding Source	Quantative Outcomes
Prospective Hispanic students and their families are invited to the SHSU campus for a weekend of social and educational activities known as <i>Encuentro</i> .	2002-2003	Department of History and the College of Arts and Sciences	N/A	Funded in annual budget cycle	Completion of Encuentro
A bilingual admission counselor has been hired to recruit in Hispanic sections of Houston and San Antonio.	2002-2003	Office of Undergraduate Admissions	N/A	Funded in annual budget cycle	Recently Completed
Successful minority authors were invited to campus to be a part of a Visiting Lecturer Series. The public series is aimed at educating and also providing positive role models for minority students	2002-2003	Department of English and Foreign Languages	N/A	Funded in annual budget cycle	Recently Completed
Misc.					
Provide funding source to Sam Houston State University Admissions Office	2002 and annual	Vending Office	No direct cost for transfer of funds to University	Vending Fund Balance Account	Information on the amount of funds provided are listed in Sam Houston State University Budget.
Provide funding source to Sam Houston State University Academic Affairs Office	2002 and annual	Vending Office	No direct cost for transfer of funds to University	Vending Fund Balance Account	Information on the amount of funds provided are listed in Sam Houston State University Budget.
Continue to assist the university and local communities in securing appropriate meeting facilities on campus, and assist in special event planning.	2002 and annual	Lowman Student Center office	\$0.00	N/A	By the next reporting cycle, 100% of the LSC customers needing assistance in securing facilities and in planning events will have received assistance.

## **Appendix III:**

### **Sam Houston State University Strategic Enrollment Initiatives Descriptions**

**Project/Program Title:** Full-time College of Criminal Justice Recruiter

**Contact Information:** Doris Powell, Coordinator of Admissions, College of Criminal Justice Center, P.O. Box 2296 Huntsville, TX 77341-2296; Phone: (936) 294-1704;

Home Page: <http://www.shsu.edu/cjcenter/College/undergraduate.htm>

**Description:** The College of Criminal Justice hired a full-time recruiter in January 2002 to enhance recruitment efforts. Between January and March 2002, the recruiter visited 18 different high schools and community colleges. The total number of beginning freshman and transfer students' enrollment increased 142% since last year.

**Project/Program Title:** Minority Faculty In Criminal Justice

**Contact Information:** Human Resources, P.O. Box 2356 Huntsville, TX 77341-2356; Phone: (936) 294-1069;

Home Page: [http://www.shsu.edu/~hrd\\_www/facultyemp.html](http://www.shsu.edu/~hrd_www/facultyemp.html)

**Description:** The College of Criminal Justice is actively pursuing minority faculty to hire for Fall 2003. The search committee is looking to fill a lecturer position with a minority applicant as early as Spring 2003.

**Project/Program Title:** Promotional Campaign for College of Business Administration's MBA

**Contact Information:** Dr. Mitchell Muesham, P O Box 2056 Huntsville, TX 77341-2056 ; Phone: (936) 294-1246; E-mail: [eco\\_mjm@shsu.edu](mailto:eco_mjm@shsu.edu)

Home Page: <http://coba.shsu.edu/>

**Description:** The Master of Business Administration program at Sam Houston State University is designed to develop candidates for positions of leadership in modern organizations or to prepare students to successfully pursue doctoral studies in business. Managerial procedures and practices are continually changing. Therefore, the program emphasizes the integration and synthesis of various disciplines to develop a student's ability to function in a dynamic environment and make sound administrative decisions that maximize the value and contributions of an organization. The MBA program is suited for qualified students from any academic discipline. The program provides the candidate with a basic managerial background through the core requirements while providing individualized adaptation through elective courses.

**Project/Program Title:** Promotional Campaign for Department of Physics

**Contact Information:** E-mail: [phy\\_crm@shsu.edu](mailto:phy_crm@shsu.edu)

Home Page: [http://www.shsu.edu/~phy\\_www/](http://www.shsu.edu/~phy_www/)

**Description:** The Chair of the Department of Physics wrote letters and sent brochures to 88 high schools and 40 community colleges in the region to advertise the Physics Program.

**Project/Program Title:** College of Business Administration's 2 plus 2 brochures

**Contact Information:** College of Business Administration, P O Box 2056 Huntsville, TX 77341-2056 ; Phone: (936) 294-1254

Home Page: <http://coba.shsu.edu/>

**Description:** The College of Business Administration has created "2 plus 2" brochures for select community colleges that provide large numbers of students for SHSU. The college is planning to place the "2 plus 2" information on its website as well as connecting it to a degree plan software package allowing community college students to investigate how their classes will be placed in a baccalaureate program.

**Project/Program Title:** College of Business Administration's Community College Recruitment

**Contact Information:** College of Business Administration, P O Box 2056 Huntsville, TX 77341-2056 ; Phone: (936) 294-1254

Home Page: <http://coba.shsu.edu/>

**Description:** Representatives from the College of Business Administration have made and will continue to make trips to visit community college counselors with the purpose of providing the appropriate information needed to create seamless transitions from community colleges to SHSU.

**Project/Program Title:** College of Business Administration's Community College Recruitment

**Contact Information:** Department of Educational Leadership and Counseling, P O Box 2119 Huntsville, TX 77341-2119 ; Phone: (936) 294-1144; E-mail: [edu\\_jsj@shsu.edu](mailto:edu_jsj@shsu.edu)

Home Page: <http://coba.shsu.edu/>

**Description:** Representatives from the College of Business Administration have made and will continue to make trips to visit community college counselors with the purpose of providing the appropriate information needed to create seamless transitions from community colleges to SHSU.

**Project/Program Title:** Campus Visitors

**Contact Information:** Joey Chandler, Director of Undergraduate Admissions, PO BX 2418 Huntsville, TX 77341-2418; Phone: (936) 294-1584 Fax: (936) 294-3758

E-mail: [jbcgokats@shsu.edu](mailto:jbcgokats@shsu.edu); Home Page: <http://www.shsu.edu/adm>

**Description:** In addition to tracking and increasing the quantity of prospects and guests who visit our campus, add measures to assure positive experiences during those visits. Continue follow-up letters from our office and the President's Office thanking our visitors for taking the time to come in person to visit and with a quick response time. Implement a follow-up survey so that visitors can relay positive/negative impressions about their visit.

**Project/Program Title:** Consulting Firm to Enhance University Image

**Contact Information:** Paula Vernick, Assistant to the President for Special Projects, PO Box 2026  
Huntsville, Tx 77341-2026; Phone: (936) 294-1018; E-mail:pvernick@shsu.edu; Home Page:  
[http://www.shsu.edu/~pre\\_www/](http://www.shsu.edu/~pre_www/)

**Description:** A consulting firm has been hired to assess the university image and design a campaign to enhance the image of Sam Houston State University, with an emphasis on higher minority areas of the state.

**Project/Program Title:** Signage

**Contact Information:** Paula Vernick, Assistant to the President for Special Projects, PO Box 2026  
Huntsville, Tx 77341-2026; Phone: (936) 294-1018; E-mail:pvernick@shsu.edu; Home Page:  
[http://www.shsu.edu/~pre\\_www/](http://www.shsu.edu/~pre_www/)

**Description:** This project is part of a citywide effort. It will define campus boundaries and assist new visitors as well as those on campus more frequently. It will include maps and diagrams and how to reach the campus from various locations throughout the city, a systematic designation of parking lots, clear directions to parking, and way finding/accessibility signage. This project is well underway.

**Project/Program Title:** Lowman Student Center Re-Opening

**Contact Information:** Paula Vernick, Assistant to the President for Special Projects, PO Box 2026  
Huntsville, Tx 77341-2026; Phone: (936) 294-1018; E-mail:pvernick@shsu.edu; Home Page:  
[http://www.shsu.edu/~pre\\_www/](http://www.shsu.edu/~pre_www/)

**Description:** A formal re-opening will be held this fall for this important facility that is the social and geographical heart of our campus.

**Project/Program Title:** Traditions

**Contact Information:** Paula Vernick, Assistant to the President for Special Projects, PO Box 2026  
Huntsville, Tx 77341-2026; Phone: (936) 294-1018; E-mail:pvernick@shsu.edu; Home Page:  
[http://www.shsu.edu/~pre\\_www/](http://www.shsu.edu/~pre_www/)

**Description:** A committee chaired by President Emeritus Bobby K. Marks has completed a report on campus traditions and made recommendations which will be strongly considered.

**Project/Program Title:** President's Circle

**Contact Information:** Paula Vernick, Assistant to the President for Special Projects, PO Box 2026  
Huntsville, Tx 77341-2026; Phone: (936) 294-1018; E-mail:pvernick@shsu.edu; Home Page:  
[http://www.shsu.edu/~pre\\_www/](http://www.shsu.edu/~pre_www/)

**Description:** The newly developing President's Circle will build a statewide network of friends to help us share our messages.

**Project/Program Title:** Visibility

**Contact Information:** Paula Vernick, Assistant to the President for Special Projects, PO Box 2026 Huntsville, Tx 77341-2026; Phone: (936) 294-1018; E-mail:pvernick@shsu.edu; Home Page: [http://www.shsu.edu/~pre\\_www/](http://www.shsu.edu/~pre_www/)

**Description:** A number of activities are under way including billboard and other advertising, the promotion of SHSU experts in regional and national media and use of a clipping service to measure those "hits," a new toll free telephone number, along with upgrading campus telephone service and procedure, campus stationery standardization, and partnership in the new Huntsville Activities Guide.

**Project/Program Title:** Phone Access

**Contact Information:** Paula Vernick, Assistant to the President for Special Projects, PO Box 2026 Huntsville, Tx 77341-2026; Phone: (936) 294-1018; E-mail:pvernick@shsu.edu; Home Page: [http://www.shsu.edu/~pre\\_www/](http://www.shsu.edu/~pre_www/)

**Description:** The university established a new toll free telephone line at 1.866.BEARKAT.

**Project/Program Title:** Consistent Image

**Contact Information:** Paula Vernick, Assistant to the President for Special Projects, PO Box 2026 Huntsville, Tx 77341-2026; Phone: (936) 294-1018; E-mail:pvernick@shsu.edu; Home Page: [http://www.shsu.edu/~pre\\_www/](http://www.shsu.edu/~pre_www/)

**Description:** The whole campus community is also working toward the reconfiguration of website and e-mail addresses to eliminate tildes and underscores. Under the same initiative, the university is working to set up all e-mails and website addressed using aliases, allowing for more sensible addresses.

**Project/Program Title:** Parking

**Contact Information:** Paula Vernick, Assistant to the President for Special Projects, PO Box 2026 Huntsville, Tx 77341-2026; Phone: (936) 294-1018; E-mail:pvernick@shsu.edu; Home Page: [http://www.shsu.edu/~pre\\_www/](http://www.shsu.edu/~pre_www/)

**Description:** By the end of the summer we will have more than 750 more parking spaces than we started with this year.

**Project/Program Title:** New Student Housing

**Contact Information:** Paula Vernick, Assistant to the President for Special Projects, PO Box 2026 Huntsville, Tx 77341-2026; Phone: (936) 294-1018; E-mail:pvernick@shsu.edu; Home Page: [http://www.shsu.edu/~pre\\_www/](http://www.shsu.edu/~pre_www/)

**Description:** Our planning research indicates that this is a major need, and we are looking at several solutions in partnership with the private sector which will provide apartment-type housing on university property in the Bowers Stadium area. Improvement of existing housing. We are continuing the "clean-up fix-up" work on many of the university's residence halls which have not undergone such improvements for some time.

**Project/Program Title:** New Dining Facility

**Contact Information:** Paula Vernick, Assistant to the President for Special Projects, PO Box 2026  
Huntsville, Tx 77341-2026; Phone: (936) 294-1018; E-mail:pvernick@shsu.edu; Home Page:  
[http://www.shsu.edu/~pre\\_www/](http://www.shsu.edu/~pre_www/)

**Description:** A new dining facility is being added on the south side of campus.

**Project/Program Title:** General Purpose/Classroom Building

**Contact Information:** Paula Vernick, Assistant to the President for Special Projects, PO Box 2026  
Huntsville, Tx 77341-2026; Phone: (936) 294-1018; E-mail:pvernick@shsu.edu; Home Page:  
[http://www.shsu.edu/~pre\\_www/](http://www.shsu.edu/~pre_www/)

**Description:** This will be the new home for history, library science, psychology, the Academic Enrichment Center, a Computer Services lab, a testing center, the Honors Program, classrooms and a lecture hall. Project completion is expected this fall with occupancy in the spring 2003 semester.

**Project/Program Title:** Increasing Fees to Improve Services

**Contact Information:** Paula Vernick, Assistant to the President for Special Projects, PO Box 2026  
Huntsville, Tx 77341-2026; Phone: (936) 294-1018; E-mail:pvernick@shsu.edu; Home Page:  
[http://www.shsu.edu/~pre\\_www/](http://www.shsu.edu/~pre_www/)

**Description:** The university's board of regents recently approved fee increases that will be used for installation of a computer-based electronic lock system on all academic buildings, additional faculty and staff support for instruction, upgrading classrooms with computer and other instructional equipment, adding technical support personnel, and reducing class sizes.

**Project/Program Title:** Bearkat Bucks

**Contact Information:** Paula Vernick, Assistant to the President for Special Projects, PO Box 2026  
Huntsville, Tx 77341-2026; Phone: (936) 294-1018; E-mail:pvernick@shsu.edu; Home Page:  
[http://www.shsu.edu/~pre\\_www/](http://www.shsu.edu/~pre_www/)

**Description:** A committee which includes campus and Chamber representatives will soon offer a recommendation on how we may be able to expand and improve the current campus ID card. The trend is an "all-in-one" loaded card capable of handling all on-campus transactions, financial and otherwise; in addition to usage at off campus locations.

**Project/Program Title:** *Encuentro* Conference

**Contact Information:** Department of History and College of Arts & Sciences

**Description:** This conference invites prospective Hispanic students and their families to the SHSU campus for a weekend of social and educational activities. Last fall, over 500 Hispanic students and their families were introduced to the values of higher education during their weekend stay at SHSU for *Encuentro*. This is moving from once every three years to an annual event.

**Project/Program Title:** Bilingual Admission Counselor

**Contact Information:** Joey Chandler, Director of Undergraduate Admissions, PO Box 2418  
Huntsville, TX 77341-2418; Phone: (936) 294-1584 Fax: (936) 294-3758  
E-mail: [jbcgokats@shsu.edu](mailto:jbcgokats@shsu.edu); Home Page: <http://www.shsu.edu/adm>

**Description:** A bilingual admission counselor was hired to recruit in Hispanic sections of Houston and San Antonio.

**Project/Program Title:** Visiting Lecturer Series

**Contact Information:** Department of English and Foreign Languages

**Description:** A Visiting Lecturer Series was initiated to invite successful minority authors to campus. The lectures, which are open to the public, are designed not only to educate, but also to demonstrate that minority students can have successful careers as authors. Last year, three authors gave presentations that were each attended by over 200 people.

**Project/Program Title:** Program Coordinator for Articulation

**Contact Information:** College of Arts and Sciences

**Description:** A college-level Program Coordinator for Articulation position was created for developing 2+2 articulation agreements between SHSU and every community college in the region and publishing the joint degree plans online. The ultimate goal is to establish 2+2 agreements for every program within the College of Arts and Sciences. So far, 19 community colleges have 2+2 agreements.

**Project/Program Title:** Undergraduate Internship Program

**Contact Information:** Department of English and Foreign Languages

**Description:** The Department of English and Foreign Languages developed an undergraduate internship program for students in technical writing. Interns work with at-risk students in Houston through the "Communities in Schools Program" of the Houston ISD.

**Project/Program Title:** Master's Program in Forensic Science

**Contact Information:** College of Criminal Justice

**Description:** During the first year of matriculation for the master's program in forensic science, six students successfully completed their studies; 14 students were admitted in year two, and 24 students are on the waiting list for admission to the forensic science program. This unique program is the first of its kind in Texas and one of only a handful of such program in North America.

**Project/Program Title:** Criminal Justice Educators Conference

**Contact Information:** College of Criminal Justice

**Description:** The College of Criminal Justice hosted a conference for high school criminal justice educators to provide professional training for criminal justice educators. The purpose of the conference was to provide professional training in order to help bridge the gap between secondary and postsecondary educators. During freshman orientation, 60% of the students indicated they had taken a criminal justice class in high school.

**Project/Program Title:** Polish National Police Articulation Agreement

**Contact Information:** College of Criminal Justice

**Description:** The College of Criminal Justice completed an articulation agreement with the Polish National Police to train Polish police officers at SHSU. In exchange, U.S. students will be given the opportunity to travel abroad to study the Polish criminal justice system.

**Project/Program Title:** Department of Agricultural Sciences Articulation Agreement

**Contact Information:** Department of Agricultural Sciences

**Description:** The Department of Agricultural Sciences has developed articulation agreements with five community colleges for program in Agriculture, with approximately 272 students participating.

**Project/Program Title:** Department of Agricultural Sciences Scholarships

**Contact Information:** Department of Agricultural Sciences

**Description:** The Department of Agricultural Sciences awards over \$65,000 in scholarships each year to 75-100 students, attracting many pursuing teacher certification.

**Project/Program Title:** Multimedia Authoring and Communications Program

**Contact Information:** College of Arts and Sciences

**Description:** Several academic departments within the College of Arts and Sciences worked together to gain approval for a new degree program in Multimedia Authoring and Communication. This program has not been advertised, but there have been over 200 inquiries about it. Because the potential demand may overwhelm faculty resources, entrance requirements are being developed.

**Project/Program Title:** College of Criminal Justice Scholarships

**Contact Information:** College of Criminal Justice

**Description:** The College of Criminal Justice awarded \$166,000 in scholarship/fellowship awards to undergraduate and graduate students to assist students with financial obligations.

**Project/Program Title:** Grants for Preparing Minority Teachers

**Contact Information:** Department of Language, Literacy, and Special Populations

**Description:** A faculty member in the Department of Language, Literacy, and Special Populations has received numerous grants to prepare minority teachers. Over the last three years, 66 undergraduate Hispanic students and 11 graduate Hispanic students have been served.

**Project/Program Title:** Student Advising and Mentoring Center (SAM Center)

**Contact Information:**

**Description:** The new Student Advising and Mentoring Center is being developed to assist “at risk” students and student at all levels in increasing their efficiency at school. The center stresses intrusive advising whereby faculty can refer students they view as “at risk.” The staff of the SAM Center also offer workshops dealing with study skills, time management, and stress management.

**Project/Program Title:** SMARTHINKING

**Contact Information:**

**Description:** SHSU has adopted, on an experimental basis, a 24x7 Internet-based academic advising service for students in math and chemistry. If this program is successful, it will be extended to English and math science classes in general.

**Project/Program Title:** Bearkat Learning Community

**Contact Information:** Counseling Center

**Description:** The Bearkat Learning Community is a retention effort geared at enhancing the students’ first-year experience. Students are randomly selected from the entering class and are placed into a common living area where they also take two or more classes in common. This program has been increased from 36 to 72 students for the Fall 2002 semester.

**Project/Program Title:** NSF Grant for Dept of Curriculum and Instruction

**Contact Information:** Department of Curriculum and Instruction

**Description:** The Department of Curriculum and Instruction obtained a National Science Foundation grant to retrain one hundred middle school teachers to become master teachers in middle school mathematics.

**Project/Program Title:** Student Support Services TRIO Grant

**Contact Information:** Department of Educational Leadership and Counseling

**Description:** The Department of Educational Leadership and Counseling has secured over a four-year period a Student Support Services TRIO Grant to recruit and retain low income, first generation college students. SHSU is in cooperation with Montgomery College and Tomball College and serves 150 students on all three campuses over the four years. Twelve students graduated from SHSU in 2002 and seven transferred in from the community colleges in the grant.

**Project/Program Title:** Sam Houston Writing Center

**Contact Information:** Sam Houston Writing Center

**Description:** Established the Sam Houston Writing Center staffed by peer tutors, graduate assistants, and academic faculty. The Writing Center, which opened Fall 2002, is designed to assist students with specific writing difficulties. The Writing Center is designed to improve retention rates by helping students develop written communication skills.

**Project/Program Title:** Developmental Mathematics Program Restructuring

**Contact Information:** Department of Mathematics and Statistics

**Description:** The Developmental Mathematics Program was restructured. Beginning in the fall semester, 2002, students requiring remediation will spend two hours each week (in addition to three hours of classroom instruction) with instructors. In addition, the Department of Mathematics and Statistics now provides a Mathematics Tutoring Laboratory that provides free tutoring and assistance from 8:00 a.m. until 4:00 p.m. Monday through Friday. Both of these developments are designed to increase the retention rate by assisting students who have weak mathematics skills to obtain proficiency.

**Project/Program Title:** Computer Animation and Computer Visualization Degree Programs

**Contact Information:** The Department of Art

**Description:** The Department of Art developed new degree programs in computer animation and computer visualization to support a growing industry in the state. A laboratory was equipped with specialized computer equipment and software to support the new program in animation and visualization. The enrollment in this program exceeded 90 students in the first year.

**Project/Program Title:** Online Master of Arts Degree in Military History

**Contact Information:** Department of History

**Description:** The Department of History developed an online Master of Arts degree in Military History. This degree program is available to students throughout the state but targets potential students who are serving in the United States armed forces around the world. The enrollment in the graduate program in History jumped from 4 to 52 in the first year.

**Project/Program Title:** TACRAO Event

**Contact Information:** Joey Chandler, Director of Undergraduate Admissions, PO BX 2418 Huntsville, TX 77341-2418; Phone:(936) 294-1584 Fax: (936) 294-3758

E-mail: jbcgokats@shsu.edu; Home Page: <http://www.shsu.edu/adm>

**Description:**

TACRAO (Texas Association of Collegiate Registrars and Admissions Officers)

Conference goals are to keep the Admissions & Registrar offices up to date on any new or upcoming Legislative changes. It is also an opportunity to share recruiting ideas as well as learn innovative ways to implement technology into recruitment.

**Project/Program Title:** CD-ROM Project (Funded by The President's Office or Vice President of Academic Affairs)

**Contact Information:** Trevor Thorn, Assistant Director of Undergraduate Admissions, PO BX 2418 Huntsville, TX 77341-2418; Phone: (936) 294-1845 Fax: (936) 294-3758  
E-mail: adm\_stt@shsu.edu; Home Page: <http://www.shsu.edu/adm>

**Description:**

Provide information for prospective students in a CD-ROM format. Includes virtual tour guides in English and Spanish. Use CDs for mailout campaign to highly qualified prospects who have expressed an interest in SHSU as well as students coveted by different departments. The CD will be sent to high schools, community colleges, private schools and individuals across the state. A small portion will be used for out-of-state and international recruiting.

**Project/Program Title:** Conferences Hosted by Undergraduate Admissions

**Contact Information:** Joey Chandler, Director of Undergraduate Admissions, PO BX 2418 Huntsville, TX 77341-2418; Phone:(936) 294-1584 Fax: (936) 294-3758  
E-mail: jbcgokats@shsu.edu; Home Page: <http://www.shsu.edu/adm>

**Description:**

High School Counselors Conference and Community College Counselors Conference. Increase participation. Our goal is to increase the number of attendees from both high school and community college counselors. Furthermore, we are trying to get attendees from community colleges in areas that do not normally attend.

**Project/Program Title:** "Saturdays @ Sam!"

**Contact Information:** Joey Chandler, Director of Undergraduate Admissions, PO BX 2418 Huntsville, TX 77341-2418; Phone:(936) 294-1584 Fax: (936) 294-3758  
E-mail: jbcgokats@shsu.edu; Home Page: <http://www.shsu.edu/adm>

**Description:**

Program designed to provide full preview of the campus to prospective freshman and transfer prospective students. Our goal is to continue to increase the number of attendees at these events as well as improve the number and types of services offered on this day.

**Project/Program Title:** ACT/SAT List

**Contact Information:** Joey Chandler, Director of Undergraduate Admissions, P.O. Box 2418 Huntsville, TX 77341-2418; Phone:(936) 294-1584 Fax: (936) 294-3758  
E-mail: jbcgokats@shsu.edu; Home Page: <http://www.shsu.edu/adm>

**Description:**

Purchase lists of ACT/SAT scores to send information (viewbooks, CDs, catalogs, scholarship information) to students meeting our admission requirements. This is a mass mailing in which we can reach large numbers of highly qualified students.

**Project/Program Title:** Spanish Speaking Houston Recruiter

**Contact Information:** Joey Chandler, Director of Undergraduate Admissions, PO BX 2418  
Huntsville, TX 77341-2418; Phone:(936) 294-1584 Fax: (936) 294-3758  
E-mail: jbcgokats@shsu.edu; Home Page: <http://www.shsu.edu/adm>

**Description:**

Hired a Spanish speaking employee to better meet the needs of our largest recruiting area, Houston. This also can help meet some of the goals set by the “Closing the Gap” initiatives.

**Project/Program Title:** Co-Host Greater Huntsville Area College Night Program

**Contact Information:** Joey Chandler, Director of Undergraduate Admissions, PO BX 2418  
Huntsville, TX 77341-2418; Phone:(936) 294-1584 Fax: (936) 294-3758  
E-mail: jbcgokats@shsu.edu; Home Page: <http://www.shsu.edu/adm>  
(Huntsville High School Contact: Diane Ratliff, Career Specialist, 441 FM 2821 E, Huntsville TX  
77320-9298; Phone: 936/ 294-7649; E-mail: dratliff@huntsville-isd.org)

**Description:**

In a joint effort with Huntsville High School, co-host an annual college night recruiting fair. This event is held in the Bernard G. Johnson Coliseum on campus and in addition to Huntsville High School, area high schools are also invited. This provides an opportunity for prospects at schools not having their own college recruiting program to gather information about educational opportunities. With multiple high schools attending, the “one-stop-shopping” approach is attractive to colleges/institutions so more will attend. The more colleges/institutions that attend increases attendance of prospects at the program. This in turns puts more prospects on our campus. Many of these prospects will not visit any other universities in person. Attracting them to this program is to our ultimate benefit.

**Project/Program Title:** Houston Hispanic Forum

**Contact Information:** Joey Chandler, Director of Undergraduate Admissions, PO BX 2418  
Huntsville, TX 77341-2418; Phone:(936) 294-1584 Fax: (936) 294-3758  
E-mail: jbcgokats@shsu.edu; Home Page: <http://www.shsu.edu/adm>

**Description:**

Continue to attend Houston Hispanic Forum held annually in Houston at the George R. Brown Coliseum. It is a career and education day held annually on a Saturday with a focus on providing future education materials and contacts to Hispanic prospects. This program began in 1986 and has grown to be a well-known event in the area and is covered regularly in the media. A very high profile opportunity to increase name recognition for the University and meet one-on-one with minority students.

**Project/Program Title:** Encuentro 2002 – Hispanic Conference

**Contact Information:** Joey Chandler, Director of Undergraduate Admissions, PO BX 2418  
Huntsville, TX 77341-2418; Phone:(936) 294-1584 Fax: (936) 294-3758  
E-mail: jbcgokats@shsu.edu; Home Page: <http://www.shsu.edu/adm>

**Description:**

This is an annual conference held on the campus of Sam Houston State University. As a university/community outreach program, it assists approximately 600 Hispanic families in learning more about college. The Undergraduate Admissions Office will participate by providing an information table, Spanish speaking admissions counselor will give a welcome speech to the prospective students and their families, and buy a ¼ page ad in their program. This program has received recognition for their inclusion of the families of the prospective student. This can be a deciding factor for pursuing higher education as many of these prospects are the first in their family to attend college. Therefore, the entire family needs information for the student to be successful.

**Project/Program Title:** Texas Association of College Admissions Counselors

**Contact Information:** Joey Chandler, Director of Undergraduate Admissions, PO BX 2418  
Huntsville, TX 77341-2418; Phone: (936) 294-1584 Fax: (936) 294-3758  
E-mail: jbcgokats@shsu.edu; Home Page: <http://www.shsu.edu/adm>

**Description:**

The Texas Association of College Admissions Counselors organization provides an opportunity for College Admission Counselors to network with other counselors from high schools and community colleges from across the state. This conference creates a setting in which the high school counselors can stress their needs and complaints and college counselors can market their school or find out ways to improve their school and their approach and methods of recruiting students.

**Project/Program Title:** Health & Kinesiology Recruitment Brochures

**Contact Information:** Robert L. Case, Chair, Department of Health and Kinesiology, Box 2176,  
Huntsville, TX 77341-2176; Phone (936) 294-1165; Fax (936) 294-3891  
E-mail: [hpe\\_rlc@shsu.edu](mailto:hpe_rlc@shsu.edu)

**Description:** With the help of the Admissions Office, the Department will disseminate brochures to schools and individual candidates for our academic programs.

**Project/Program Title:** TAHPERD Convention Booth

**Contact Information:** Robert L. Case, Chair, Department of Health and Kinesiology, Box 2176,  
Huntsville, TX 77341-2176; Phone (936) 294-1165; Fax (936) 294-3891  
E-mail: [hpe\\_rlc@shsu.edu](mailto:hpe_rlc@shsu.edu)

**Description:** The utilization of a convention booth provides contact with graduates who might wish to pursue advanced degrees and who might also encourage their students and contacts to consider our academic programs.

**Project/Program Title:** Graduate Recruitment Visitations

**Contact Information:** Robert L. Case, Chair, Department of Health and Kinesiology, Box 2176, Huntsville, TX 77341-2176; Phone (936) 294-1165; Fax (936) 294-3891  
E-mail: [hpe\\_rlc@shsu.edu](mailto:hpe_rlc@shsu.edu)

**Description:** Collaborative recruitment and solicitation on selected campuses via approved visitations can produce potential graduate students.

**Project/Program Title:** Department of Health & Kinesiology Website

**Contact Information:** Robert L. Case, Chair, Department of Health and Kinesiology, Box 2176, Huntsville, TX 77341-2176; Phone (936) 294-1165; Fax (936) 294-3891  
E-mail: [hpe\\_rlc@shsu.edu](mailto:hpe_rlc@shsu.edu)

**Description:** The website offers a view of faculty, courses, programs and contact with potential students at both the graduate and undergraduate levels.

**Project/Program Title:** Brochure Dissemination

**Contact Information:** Robert L. Case, Chair, Department of Health and Kinesiology, Box 2176, Huntsville, TX 77341-2176; Phone (936) 294-1165; Fax (936) 294-3891  
E-mail: [hpe\\_rlc@shsu.edu](mailto:hpe_rlc@shsu.edu)

**Description:** The brochures are disseminated at workshops, state and national convention, public school recruitment ventures and to students as they request them in the office or by e-mail.

**Project/Program Title:** SHAW

**Contact Information:** Deanna Kennedy and Mike Ramsey, Department of Health and Kinesiology, Box 2176, Huntsville, TX 77341-2176; Phone (936) 294-1168; Fax (936) 294-3891; E-mail: [hpe\\_dmk@shsu.edu](mailto:hpe_dmk@shsu.edu)

**Description:** SHAW (Sam Houston Alliance for Wellness), the organization created for health and kinesiology students, serves to develop a cohesive student body and provide an outlet for community service beyond the classroom. It is also an excellent method of networking with similar clubs on other campuses.

**Project/Program Title:** Eta Sigma Gamma

**Contact Information:** Martha Bass and Rosanne Keathley, Department of Health and Kinesiology, Box 2176, Huntsville, TX 77341-2176; Phone (936) 294-1165; Fax (936) 294-3891; E-mail: [hpe\\_rsk@shsu.edu](mailto:hpe_rsk@shsu.edu)

**Description:** The organization is an honorary "fraternity" designed to promote excellence through scholarship for health majors. It provides an outlet for excellence through activity beyond the curriculum and serves as a networking agency to other honorary organizations.

**Program Title:** SHSU Racquetball Club

**Contact Information:** Robert L. Case, Chair, Department of Health and Kinesiology, Box 2176, Huntsville, TX 77341-2176; Phone (936) 294-1165; Fax (936) 294-3891

E-mail: [hpe\\_rlc@shsu.edu](mailto:hpe_rlc@shsu.edu)

**Description:** The club provides an outlet beyond the classroom and intramural competition for individuals who wish to improve their skills and compete beyond recreational and instructional levels. It also provides a camaraderie between participants that can extend beyond their years at SHSU.

**Project/Program Title:** Department of Psychology and Philosophy Information Project

**Contact Information:** Dr. Donna Desforges, Chair, Department of Psychology and Philosophy, P.O. Box 2447 Huntsville, TX 77341-2447; Phone :( 936) 294-1174 Fax: (936) 294-3798

E-mail: [psy\\_std@shsu.edu](mailto:psy_std@shsu.edu); Home Page: [http://www.shsu.edu/~psy\\_www/](http://www.shsu.edu/~psy_www/)

**Description:** The Department of Psychology and Philosophy will develop an informational packet consisting of brochures detailing our undergraduate and graduate programs. Included in the brochure will be information regarding degree plans, faculty, the department, and the nature of the field of study. A separate brochure entitled "What can I do with a Bachelor's Degree in Psychology" will be developed to address prospective student questions regarding careers and career planning.

**Project/Program Title:** Department of Psychology and Philosophy Recruitment Strategy

**Contact Information:** Dr. Donna Desforges, Chair, Department of Psychology and Philosophy, P.O. Box 2447 Huntsville, TX 77341-2447; Phone :( 936) 294-1174 Fax: (936) 294-3798

E-mail: [psy\\_std@shsu.edu](mailto:psy_std@shsu.edu); Home Page: [http://www.shsu.edu/~psy\\_www/](http://www.shsu.edu/~psy_www/)

**Description:** The Department of Psychology and Philosophy will establish a strategy to respond to inquiries and requests from prospective undergraduate and graduate students by providing answers to their questions either verbally, with a letter, or via email. Additionally, we will develop an information packet describing our programs that will be sent to prospective students. Students will also be encouraged to visit our website. The department will continue to participate in presentations at each "Saturdays at Sam," and provide the information packet to all attendees of our presentation. Further, in an effort to increase diversity in our graduate students population, our faculty will continue to provide presentations about our M.A. and Ph.D. programs to Psychology programs at historically diverse campuses in Texas. We have done this extensively in the past, including hosting a group from Texas Southern University for a day in our department.

**Project/Program Title:** Department of Psychology and Philosophy Marketing Project

**Contact Information:** Dr. Donna Desforges, Chair, Department of Psychology and Philosophy, P.O. Box 2447 Huntsville, TX 77341-2447; Phone :( 936) 294-1174 Fax: (936) 294-3798

E-mail: [psy\\_std@shsu.edu](mailto:psy_std@shsu.edu); Home Page: [http://www.shsu.edu/~psy\\_www/](http://www.shsu.edu/~psy_www/)

**Description:** The Department of Psychology and Philosophy will continue to develop partnerships with prospective employers. We will do this through practicum and internship programs set up primarily with mental health care and correctional facilities, as well as educational settings throughout Texas. One hundred percent of our M.A. clinical and school psychology and Ph.D. students will complete both practicum and internship programs prior to graduation. Our graduate students currently enjoy 100% placement rate at graduation.

**Project/Program Title:** Department of Psychology and Philosophy Advising

**Contact Information:** Dr. Donna Desforges, Chair, Department of Psychology and Philosophy, P.O. Box 2447 Huntsville, TX 77341-2447; Phone :( 936) 294-1174 Fax: (936) 294-3798  
E-mail: psy\_std@shsu.edu; Home Page: [http://www.shsu.edu/~psy\\_www/](http://www.shsu.edu/~psy_www/)

**Description:** The Department of Psychology and Philosophy will continue to provide advising to undergraduate students. The department assigns each major a faculty advisor, with whom they are encouraged to meet. The faculty post available advising appointments for student scheduling. Additionally, our department will continue to provide two faculty members to be “degree plan specialists” to advise and assist students filing their official degree plans.

**Project/Program Title:** Staffing of recruiting booth at the Houston Livestock Show and Rodeo

**Contact Information:** Robert Lane, Chair, Department of Agricultural Sciences, Huntsville, TX 77341-2088; Phone: (936) 294-1225 Fax (936) 294-1232; E-mail: [blane@shsu.edu](mailto:blane@shsu.edu); Home Page: [http://www.shsu.edu/%7Eagr\\_www/](http://www.shsu.edu/%7Eagr_www/)

**Description:** A 10' X 10' space is rented from the Houston Livestock Show and Rodeo for the 3-week duration of the show. In it, a display purchased by the department, is erected and staffed by students and faculty of the department for the 3-week duration of the show. Recruitment brochures for the department and the university are distributed to prospective students and other interested parties. The booth allows an opportunity for youth the visit with current students. Information request cards are completed by those wishing to obtain additional information about other programs at the university and those cards are sent to the Office of Undergraduate Admissions and any academic programs in which the visitor expresses an interest.

**Project/Program Title:** Staffing of recruiting booth at the State FFA Convention

**Contact Information:** Robert Lane, Chair, Department of Agricultural Sciences, Huntsville, TX 77341-2088; Phone: (936) 294-1225 Fax (936) 294-1232; E-mail: [blane@shsu.edu](mailto:blane@shsu.edu); Home Page: [http://www.shsu.edu/%7Eagr\\_www/](http://www.shsu.edu/%7Eagr_www/)

**Description:** Youth attending the State FFA Convention have shown an interest in agriculture through their enrollment in secondary agriscience programs. Ag Ambassadors (departmental student public relations team) and other students from the department staff our recruiting booth for the 3-day duration of the show. Over 700 contact cards were obtained at this year's convention. Information from the cards is used to create a database from which the department mails a variety of recruiting materials. The database is shared with the Office of Undergraduate Admissions for additional recruitment.

**Project/Program Title:** Staffing of recruiting booth at the State Agriscience Teachers Conference  
**Contact Information:** Robert Lane, Chair, Department of Agricultural Sciences, Huntsville, TX 77341-2088; Phone: (936) 294-1225 Fax (936) 294-1232; E-mail: [blane@shsu.edu](mailto:blane@shsu.edu); Home Page: [http://www.shsu.edu/%7Eagr\\_www/](http://www.shsu.edu/%7Eagr_www/)

**Description:** Secondary agriscience teachers gather annually for a conference to discuss common issues and concerns and to learn new concepts and gather information they can share with their students. Our department staffs a booth at the conference for the purpose of exposing our current students and soon to be student teachers with teachers throughout the state of Texas. Agriscience teachers have a tremendous influence on their students, including what colleges and universities they attend and what majors they ultimately choose. Through their professionalism and courtesy, our students attract many to visit our booth and discuss our university as well as gather recruiting materials to share with their students.

**Project/Program Title:** Mailing of recruitment packets  
**Contact Information:** Robert Lane, Chair, Department of Agricultural Sciences, Huntsville, TX 77341-2088; Phone: (936) 294-1225 Fax (936) 294-1232; E-mail: [blane@shsu.edu](mailto:blane@shsu.edu); Home Page: [http://www.shsu.edu/%7Eagr\\_www/](http://www.shsu.edu/%7Eagr_www/)

**Description:** As requests for information comes to us through the mail, e-mail, phone messages and personal contact, we send a letter from a faculty member in the area of interest along with additional flyers and brochures about the program. A followup letter is sent to each individual from the department chair and the contact information is shared with the Office of Undergraduate Admissions for additional recruitment.

**Project/Program Title:** Sam Ag Day  
**Contact Information:** Robert Lane, Chair, Department of Agricultural Sciences, Huntsville, TX 77341-2088; Phone: (936) 294-1225 Fax (936) 294-1232; E-mail: [blane@shsu.edu](mailto:blane@shsu.edu); Home Page: [http://www.shsu.edu/%7Eagr\\_www/](http://www.shsu.edu/%7Eagr_www/)

**Description:** Each spring, in conjunction with Saturdays at Sam!, prospective students and their guests are invited out to the Gibbs Ranch (University Farm). There they are provided with a BBQ luncheon, an opportunity to visit one-on-one with departmental faculty and students, and given a tour of the facilities. Members of the student organizations are invited to be present to share the activities in which they participate.

**Project/Program Title:** Sponsorship of FFA Leadership and Career Development Events on campus

**Contact Information:** Robert Lane, Chair, Department of Agricultural Sciences, Huntsville, TX 77341-2088; Phone: (936) 294-1225 Fax (936) 294-1232; E-mail: [blane@shsu.edu](mailto:blane@shsu.edu); Home Page: [http://www.shsu.edu/%7Eagr\\_www/](http://www.shsu.edu/%7Eagr_www/)

**Description:** Our department has hosted the State FFA Leadership Development Events since 1939. At this event, the top teams throughout the state compete in such event as Parliamentary Procedure, Extemporaneous Speaking, Public Speaking, Radio Skills, Quiz Competition and others to advance to the national level. Each spring, the department hosts Invitational Judging Contests and Career Development Events in which participants compete in events such as livestock judging, meat judging, forage evaluation, poultry judging, dairy products, land judging, and several other contests for the honor of representing the East Texas area at the state contests. Each event brings an opportunity for the high school students to interact with SHSU students, visit our campus, and to see and make use of the various academic facilities within our program. Our goal is to bring highlight the university grounds, facilities, students and faculty, with the ultimate goal being to attract them to our campus.

**Project/Program Title:** Sponsorship of show teams

**Contact Information:** Robert Lane, Chair, Department of Agricultural Sciences, Huntsville, TX 77341-2088; Phone: (936) 294-1225 Fax (936) 294-1232; E-mail: [blane@shsu.edu](mailto:blane@shsu.edu); Home Page: [http://www.shsu.edu/%7Eagr\\_www/](http://www.shsu.edu/%7Eagr_www/)

**Description:** The department supports both a Beef Cattle Show Team and a Swine Show Team, consisting of student groups interested in the feeding, general care and preparation for exhibition of livestock for show purposes. Team members exhibit university-owned stock at the Texas State Fair, Fort Worth Fat Stock Show, San Antonio Livestock Exhibition, and the Houston Livestock Show and Rodeo, among others. While at the stock shows, the students are clearly identified through their attire as SHSU students. They present a very positive image for the university and interact professionally with other exhibitors (young and old), producers and the general public. They portray SHSU as a university with a top quality livestock genetics and breeding program. This effort attracts many interested in pursuing careers in Animal Science and related fields of study.

**Project/Program Title:** Sam Houston Press & Copy Center newsletters, fliers, and brochures

**Contact Information:** Charles McDowell, Director of Sam Houston Press & Copy Center; Box 2326, Huntsville, TX 77341-2326; Phone (936) 294-1856; Fax: (936) 294-1977  
E-mail: [cmcdowell@shsu.edu](mailto:cmcdowell@shsu.edu)

**Description:** We have updated our fliers, brochures, and newsletters in order to improve student awareness of our operation and services concerning printing, copying, report bindings, etc.

**Project/Program Title:** Sam Houston Press & Copy Center newsletters, fliers, and brochures

**Contact Information:** Charles McDowell, Director of Sam Houston Press & Copy Center; Box 2326, Huntsville, TX 77341-2326; Phone (936) 294-1856; Fax: (936) 294-1977  
E-mail: [cmcdowell@shsu.edu](mailto:cmcdowell@shsu.edu)

**Description:** With the help of the Office of Institutional Research Sam Houston Press & Copy Center will establish a survey that will attempt to answer questions and concerns about our operations and services.

**Project/Program Title:** Influenza Vaccination Campaign

**Contact Information:** Keith Lott, Director, Health Center P.O. Box 2358 Huntsville, Tx 77341-2358; Phone: (936) 294-1805 Fax: (936) 294-1804

E-mail: [uhc\\_kdl@shsu.edu](mailto:uhc_kdl@shsu.edu); Home Page: [http://www.shsu.edu/~uhc\\_www/](http://www.shsu.edu/~uhc_www/)

**Description:** The Health Center annually administers the influenza vaccine free of charge to students. The administration of the vaccine assists in reducing the infection rate within the campus community. The students are notified through various venues when the vaccine arrives. The vaccine is administered by the Health Center's clinical staff and the 400 dose supply is usually exhausted within two weeks.

**Project/Program Title:** Health-related Presentations and Projects

**Contact Information:** Keith Lott, Director, Health Center P.O. Box 2358 Huntsville, TX 77341-2358; Phone: (936) 294-1805 Fax: (936) 294-1804

E-mail: [uhc\\_kdl@shsu.edu](mailto:uhc_kdl@shsu.edu); Home Page: [http://www.shsu.edu/~uhc\\_www/](http://www.shsu.edu/~uhc_www/)

**Description:** The Health Center will provide students with health-related information via presentations and programs that assist them in making health lifestyle choices. Students can make informed decisions when they are aware of how their choices affect their health. The presentation of the information will take place in various venues on campus including classrooms, residence halls, and meeting rooms during times that students are most likely to attend.

**Project/Program Title:** Increase Utilization of Health Center Services

**Contact Information:** Keith Lott, Director, Health Center P.O. Box 2358 Huntsville, TX 77341-2358; Phone: (936) 294-1805 Fax: (936) 294-1804

E-mail: [uhc\\_kdl@shsu.edu](mailto:uhc_kdl@shsu.edu); Home Page: [http://www.shsu.edu/~uhc\\_www/](http://www.shsu.edu/~uhc_www/)

**Description:** The Health Center will promote specific programs and services that are traditionally underutilized. The Health Center experiences approximately 8,000 patient visits per year. Many available services are utilized to their capacity while other services are poised for increased utilization (e.g. the smoking cessation program, pharmacy and laboratory services). The Health Center will market the underutilized services and programs through various promotional activities and media venues.

**Project/Program Title:** Re-evaluation of the Student Health Insurance

**Contact Information:** Keith Lott, Director, Health Center P.O. Box 2358 Huntsville, TX 77341-2358; Phone: (936) 294-1805 Fax: (936) 294-1804

E-mail: [uhc\\_kdl@shsu.edu](mailto:uhc_kdl@shsu.edu); Home Page: [http://www.shsu.edu/~uhc\\_www/](http://www.shsu.edu/~uhc_www/)

**Description:** The Medical Services Advisory Committee meets annually to discuss the efficacy of the current health insurance plan that is offered to the students of the university. The committee reviews bids from other insurance companies in light of the current policy and quality thereof. The university's experience with the current carrier is most often the determining factor of whether a change is made. The director of the Health Center is a member of this committee.

**Project/Program Title:** Alcohol Research Study

**Contact Information:** Keith Lott, Director, Health Center P.O. Box 2358 Huntsville, TX 77341-2358; Phone: (936) 294-1805 Fax: (936) 294-1804

E-mail: [uhc\\_kdl@shsu.edu](mailto:uhc_kdl@shsu.edu); Home Page: [http://www.shsu.edu/~uhc\\_www](http://www.shsu.edu/~uhc_www)

**Description:** Alcohol abuse amongst university students has a negative impact on retention. The Health Center has partnered together with faculty to conduct a research study regarding alcohol-related behaviors amongst SHSU students. The purpose of the study is to determine the severity of alcohol abuse amongst SHSU students, identify specific problematic behaviors, and suggest what approaches are most effective in deterring alcohol abuse. The distribution and collection of the survey instruments will take place during the fall and spring semesters of this academic year while the analysis of data will take place during the summer. Hopefully, the data gleaned will serve as a springboard for a systematic approach to alcohol-related issues involving SHSU students.

**Project/Program Title:** Department of FCS Recruitment System

**Contact Information:** Dr. Janis H. White, Chair, Department of Family and Consumer Sciences, P. O. Box 1277, Huntsville, TX 77341-2177; Phone: (936) 294-1242; FAX: (926) 294-4204;

E-mail: [hec\\_fcs@shsu.edu](mailto:hec_fcs@shsu.edu); Home Page: [http://www.shsu.edu/~hec\\_www/](http://www.shsu.edu/~hec_www/)

**Description:** The Department of Family and Consumer Sciences will establish a system that will attempt to answer every inquiry by a prospective student, undergraduate or graduate, with a letter or an e-mail requesting the additional information necessary to send a letter that invites the prospective student to visit and has enclosed with it (a) program schematic(s) and/or brochures appropriate to the inquiry. The letter will also refer prospective students to our website. The website has been thoroughly updated with the help of Computer Services and is very user-friendly. More updates are planned for this coming year, including a link to the FCS Alliance web site that could recruit FCS teacher certification majors. Another part of our recruitment system involves setting up booths and meeting with alumni groups at state and regional meetings such as the State Conference for Professional Development for Family and Consumer Sciences Teachers; the Texas Dietetic Association; Family, Career and Community Leaders of America Star Events; and other similar events. A continuing recruitment effort will involve faculty from the department along with foods majors who will judge exhibits at county fairs in this region of the state. The department will continue to be represented in the academic advisement sessions when prospective students attend Saturdays at Sam each March and November. The department also will seek to establish articulation agreements with various community colleges in the state of Texas so that students will know exactly which courses will transfer onto the various programs. Finally, as part of the recruitment system, the department will continue to place advertisements in the *Houstonian* during university advisement periods to inform students who are actively seeking a major.

**Project/Program Title:** Department of FCS Assessment System

**Contact Information:** Dr. Janis H. White, Chair, Department of Family and Consumer Sciences, P. O. Box 1277, Huntsville, TX 77341-2177; Phone: (936) 294-1242; FAX: (926) 294-4204; E-mail: [hec\\_fcs@shsu.edu](mailto:hec_fcs@shsu.edu); Home Page: [http://www.shsu.edu/~hec\\_www/](http://www.shsu.edu/~hec_www/)

**Description:** The Department of Family and Consumer Sciences will continue to collect data on each FCS graduate that assess program satisfaction, including responses concerning degree of satisfaction with program major, professional organizations, faculty, and opportunities for networking prior to entry into the various career fields. Open-ended questions that ask for program strengths and weaknesses, as well as the most helpful and least helpful courses, will also be included. Internship supervisors will be asked to complete surveys that produce additional information used to update programs, indicate level of satisfaction with graduates, and help ensure that programs maintain standards in keeping with industry standards.

**Project/Program Title:** Department of FCS Marketing Strategy

**Contact Information:** Dr. Janis H. White, Chair, Department of Family and Consumer Sciences, P. O. Box 1277, Huntsville, TX 77341-2177; Phone: (936) 294-1242; FAX: (926) 294-4204; E-mail: [hec\\_fcs@shsu.edu](mailto:hec_fcs@shsu.edu); Home Page: [http://www.shsu.edu/~hec\\_www/](http://www.shsu.edu/~hec_www/)

**Description:** The Department of Family and Consumer Sciences will continue to establish partnerships with the public and private sectors. In addition to the recruitment strategies cited above, the department will also focus on improving opportunities for students as they graduate and enter the workforce. An outgrowth of the internship program that has been in place for over thirty years, the department has established partnerships with business and health care facilities all over Texas and as far away as New York City. In addition, participation in show home events in Conroe, Spring and The Woodlands markets the interior design program to designers in the Houston metropolitan area. Recent partnerships include Dillard's Department Stores, Northwest Regional Medical Center, and ARAMark. The department will continue to build partnerships with business and community organizations. The recent addition of the Sam Houston Dietetic Internship Program has facilitated this process, and as the program has grown from one year to the next, has meant that an adequate number of health care facilities must continually be recruited. In addition, the Texas Cooperative Extension Service will be encouraged to continue to recruit extension agents through this department. Public school officials will be encouraged to check with this department when seeking to fill positions in secondary teaching positions for family and consumer sciences teacher certification majors.

**Project/Program Title:** Department of FCS Advisement Strategy

**Contact Information:** Dr. Janis H. White, Chair, Department of Family and Consumer Sciences, P. O. Box 1277, Huntsville, TX 77341-2177; Phone: (936) 294-1242; FAX: (926) 294-4204; E-mail: [hec\\_fcs@shsu.edu](mailto:hec_fcs@shsu.edu); Home Page: [http://www.shsu.edu/~hec\\_www/](http://www.shsu.edu/~hec_www/)

**Description:** The Department of Family and Consumer Sciences will continue to advise all undergraduate students as needed and in keeping with student demand. The department will continue to post a list of all majors in the department with a designated advisor listed for each student. The faculty will continue to post appointment schedules during fall and spring advisement periods so that students easily may schedule advisement appointments. In addition, should a faculty member identify a student as at-risk and therefore in need of special help regarding course work, that faculty member will contact the student with a referral to an appropriate office (such as the SAM Center) or with an offer to come in for special sessions for concentrated study help.

**Project/Program Title:** Sam Houston Dietetic Internship Program

**Contact Information:** Dr. Zaheer A. Kirmani, Program Director, Department of Family and Consumer Sciences, P. O. Box 1277, Huntsville, TX 77341-2177; Phone: (936) 294-1242; FAX: (926) 294-4204; E-mail: [hec\\_fcs@shsu.edu](mailto:hec_fcs@shsu.edu); Home Page: [http://www.shsu.edu/~hec\\_www/](http://www.shsu.edu/~hec_www/)

**Description:** The Department of Family and Consumer Sciences will continue to recruit students with degrees from CADE (Commission on Accreditation of Dietetic Education)-accredited undergraduate programs for enrollment in the Sam Houston Dietetic Internship Program which includes both preparation for the Registration Examination in Dietetics and a Master of Arts in Family and Consumer Sciences all in a 16-month program (three long terms plus a summer). This program is designed to prepare dietitians for work in the under served rural areas of Southeast Texas. In addition, so far this program has recruited members of traditionally underrepresented populations for dietitians in both cohorts (the second cohort of ten graduate students began Fall of 2002).

**Project/Program Title:** Sam Houston State University Business Office Orientation Presentation

**Contact Information:** Anne Heartfield, Assistant Director, Business Office, P.O. Box 2027 Huntsville, Tx 77341-2027; Phone:(936) 294-1077 Fax: (936) 294-3776  
E-mail: [bus\\_eah@shsu.edu](mailto:bus_eah@shsu.edu)

**Description:** Each summer, the Sam Houston State University Business Office presents, in association with the Sam Houston State University Cashiers Office, an informative speech to incoming freshmen and transfer students during scheduled Orientation meetings. The objective of this presentation is to provide the students and their parents with the information they need to understand the University billing system. Other information provided to the students and parents are services provided by both the Cashiers and Business Offices, and types of tuition, housing, and dining payment plans offered. Communication between prospective students and university departments is essential to recruitment and retention.

**Project/Program Title:** Sam Houston State University Credit Card Payment on the Web

**Contact Information:** Anne Heartfield, Assistant Director, Business Office, P.O. Box 2027 Huntsville, Tx 77341-2027; Phone:(936) 294-1077 Fax: (936) 294-3776  
E-mail: [bus\\_eah@shsu.edu](mailto:bus_eah@shsu.edu)

**Description:** The University Credit Card Payment on the Web Program was implemented in May 2000. The project was in conjunction with Sam Houston State University Computer Services, Administrative Accounting, Cashiers and Business Offices. The objective was to create a convenient way for students or their parents to pay fees. The end results of this project have impacted the Cashiers Office by significantly lowering the number of walk-in, mail-in and phone-in payments. This completed program continues to provide consumer convenience and more personal service provided to those who directly contact the University Cashiers Office. The Sam Houston State University Credit Card Payment Web site demonstrates the University's commitment to technological advances. Retention and recruitment are directly affected by this program.

**Project/Program Title:** Sam Houston State University Cashiers Office Web Site

**Contact Information:** Judy Boudreaux, Manager, Cashiers Office, P.O. Box 2273 Huntsville, Tx 77341-2273; Phone:(936) 294-1080 Fax: (936) 294-1229

E-mail: csh\_jxb@shsu.edu; Home Page: [http://www.shsu.edu/~csh\\_www/](http://www.shsu.edu/~csh_www/)

**Description:** With the help of Computer Services, the Cashiers Office maintains a web site which provides essential information for students, prospective students, their parents, faculty, and staff. Some of the areas of interest included in the web site are a direct link to the “on-line” payment system, the hours of operation and location for the Cashiers Office, and information on outside scholarship assistance. A direct link to the Financial Aid Office web site will be added in 2002/2003 fiscal year. Offering services conveniently directly affects recruitment and retention of students. The web site offers a direct link to communicate with the Cashiers Office Manager.

**Project/Program Title:** Sam Houston State University Cashiers Office Orientation Presentation

**Contact Information:** Judy Boudreaux, Manager, Cashiers Office, P.O. Box 2273 Huntsville, Tx 77341-2273; Phone:(936) 294-1080 Fax: (936) 294-1229

E-mail: csh\_jxb@shsu.edu; Home Page: [http://www.shsu.edu/~csh\\_www/](http://www.shsu.edu/~csh_www/)

**Description:** Each summer, the Sam Houston State University Cashiers Office presents, in association with the Sam Houston State University Business Office, an informative speech to incoming freshmen and transfer students during scheduled Orientation meetings. The objective of this presentation is to provide the students and their parents with the information they need to understand the University billing system. Other information provided to the students and parents are services provided by both the Cashiers and Business Offices, and types of tuition, housing, and dining payment plans offered. Communication between prospective students and university departments is essential to recruitment and retention.

**Project/Program Title:** Sam Houston State University Credit Card Payment on the Web

**Contact Information:** Judy Boudreaux, Manager, Cashiers Office, P.O. Box 2273 Huntsville, Tx 77341-2273; Phone:(936) 294-1080 Fax: (936) 294-1229

E-mail: csh\_jxb@shsu.edu; Home Page: [http://www.shsu.edu/~csh\\_www/](http://www.shsu.edu/~csh_www/)

**Description:** The University Credit Card Payment on the Web Program was implemented in May 2000. The project was in conjunction with Sam Houston State University Computer Services, Administrative Accounting, Cashiers and Business Offices. The objective was to create a convenient way for students or their parents to pay fees. The end results of this project have impacted the Cashiers Office by significantly lowering the number of walk-in, mail-in and phone-in payments. This completed program continues to provide consumer convenience and more personal service provided to those who directly contact the University Cashiers Office. The Sam Houston State University Credit Card Payment Web site demonstrates the University’s commitment to technological advances. Retention and recruitment are directly affected by this program.

**Project/Program Title:** Sam Houston State University Vending Office Revenues Provided to the Sam Houston State University Admissions Office

**Contact Information:** Mike Werner, Manager, Vending Operations, P.O. Box 2285 Huntsville, Tx 77341-2285; Phone:(936) 294-1824 Fax: (936) 294-1877

E-mail: mikew@shsu.edu

**Description:** A portion of vending operation revenues are provided each year to the Sam Houston State University Admissions Office. The Admissions Office is the heart of the University recruitment program. The University recruitment efforts are enlarged by this program.

**Project/Program Title:** Sam Houston State University Vending Office Revenues Provided to the Sam Houston State University Academic Affairs Office

**Contact Information:** Mike Werner, Manager, Vending Operations, P.O. Box 2285 Huntsville, Tx 77341-2285; Phone:(936) 294-1824 Fax: (936) 294-1877

E-mail: mikew@shsu.edu

**Description:** A portion of vending operation revenues are provided each year to the Sam Houston State University Academic Affairs Office. These monies are used in faculty recruitment. Maintaining a highly regarded faculty is directly related to recruitment and retention of students.

**Project/Program Title:** Sam Houston State University Vending Office Washer/Dryer Program

**Contact Information:** Mike Werner, Manager, Vending Operations, P.O. Box 2285 Huntsville, Tx 77341-2285; Phone:(936) 294-1824 Fax: (936) 294-1877

E-mail: mikew@shsu.edu

**Description:** The Sam Houston State University Vending Office strives to obtain and maintain state of the art laundry facilities for the students housed in University residence halls. In May 2000, a project to replace all washers and dryers was completed. The convenience of dependable laundry facilities available to students is indirectly tied to retention and recruitment of students. Entering Freshmen are required to live on campus and having such programs as this will make their experience more pleasant.

**Project/Program Title:** Sam Houston State University Bearkat Bucks

**Contact Information:** Mike Werner, Manager, Vending Operations, P.O. Box 2285 Huntsville, Tx 77341-2285; Phone:(936) 294-1824 Fax: (936) 294-1877

E-mail: mikew@shsu.edu

**Description:** The Sam Houston State University Division of Student Life is currently leading a project to search for an "all-in-one" card program to be implemented for the use of students enrolled at Sam Houston State University. This program will have an impact on vending operations. Snack machines, washers/dryers, and drink machines will need to be equipped with the ability to take these cards as payment for products. The end result of this project will be a more convenient system for the students enrolled at the University to purchase products from our vending operations. This is indirectly tied to the retention of students and recruitment of students.

**Project/Program Title:** Sam Houston State University Vending Operations Point of Sale Survey  
**Contact Information:** Mike Werner, Manager, Vending Operations, P.O. Box 2285 Huntsville, Tx 77341-2285; Phone:(936) 294-1824 Fax: (936) 294-1877  
E-mail: mikew@shsu.edu

**Description:** In an effort to provide the products students, faculty and staff desire, the Sam Houston State University Vending Office has continued to implement a Point of Sale Survey. Through this survey and the review of historical sales, the products offered in the University vending machines are updated periodically. Striving to provide desired products to the university community indirectly supports student retention.

**Project/Program Title:** Division of Student Services Retention Committee (S-SAM)  
**Contact Information:** Dr. James W. Gibson, Chair of S-Sam Committee, P.O. Box 2059 Huntsville, Texas 77341-2059; Phone: (936) 294-1717 Fax: (936) 294-3970  
E-Mail: sls\_jwg@shsu.edu

**Description:** Establish a report that will provide information on 1) how individual departments in the Division of Student Services individually, and jointly with other departments in the Division provide delivery of service to students that directly affect retention. The report will be completed in 2002. The report will be utilized along with the report on the Division of Student Service Staff values (to be completed in 2003) to enhance the delivery of service to students in order to increase retention.

**Project/Program Title:** Division of Student Services Retention Committee (S-SAM)  
**Contact Information:** Dr. James W. Gibson, Chair of S-Sam Committee, P.O. Box 2059 Huntsville, Texas 77341-2059; Phone: (936) 294-1717 Fax: (936) 294-3970  
E-Mail: sls\_jwg@shsu.edu

**Description:** Establishing a survey to determine the values used by the Division of Student Services in the delivery of service to students which directly affect retention. By the next reporting cycle, one hundred percent (100%) of the surveys will have been given, with a ninety percent (90%) return rate. The survey will be evaluated and focus groups will be formed to implement any necessary change(s) in the delivery of service to increase retention. A final report will be completed by Spring, 2003.

**Project/Program Title:** The University Center Liaison for Student Services  
"Connect Project"

**Contact Information:** Dr. James W. Gibson, Liaison to The University Center, P.O. Box 2059 Huntsville, Texas 77341-2059; Phone: (936) 294-1717 Fax: (936) 294-3970  
E-Mail: sls\_jwg@shsu.edu

**Description:** Publish and distribute a CD-ROM and accompanying packets for Sam Houston State University students taking classes at The University Center in The Woodlands, Texas that contains extensive information on co-curricular student services plus other valuable university services. By the end of each semester (including summer school sessions) all CD-ROMs and accompanying materials will have been delivered to students at The University Center to "connect" these distance-learning students with the Sam Houston State University and enhance retention.

**Project/Program Title:** Students' Legal and Mediation Services Retention Project

**Contact Information:** Dr. James W. Gibson, Students' Legal Advisor, P.O. Box 2059 Huntsville, Texas 77341-2059; Phone: (936) 294-1717 Fax: (936) 294-3970  
E-Mail: sls\_jwg@shsu.edu

**Description:** Published and distribute a CD-ROM to currently enrolled students with information concerning legal issues they may encounter. Update the CD-ROM annually, and distribute copies to currently enrolled students during each semester via various student activities channels including freshman orientation sessions.

**Project/Program Title:** Test Anxiety Workshop

**Contact Information:** Pamela W. McManus, Ph.D., Interim Director, Counseling Center, P.O. Box 2059, Huntsville, TX 77341-2059; Phone: (936) 294-1720, Fax: (936) 294-3794, E-mail: pwmcmamus@shsu.edu

**Description:** A two-hour workshop will provide students with information on test taking skills and relaxation skills that will help decrease test anxiety.

**Project/Program Title:** Stress and Anxiety Management Group

**Contact Information:** Pamela W. McManus, Ph.D., Interim Director, Counseling Center, P.O. Box 2059, Huntsville, TX 77341-2059; Phone: (936) 294-1720, Fax: (936) 294-3794, E-mail: pwmcmamus@shsu.edu

**Description:** A six-session structured group that meets weekly for six, 60-minute sessions. These sessions will focus on students learning and practicing a variety of skills that will help decrease stress and manage anxiety.

**Project/Program Title:**

**Contact Information:** Daughn Pruitt, Ph.D., Assistant Vice President for Student Services, Career Services, P.O. Box 2238, Huntsville, Texas 77341-2238; Phone: (936) 294-1713, Fax: (936) 294-3616  
E-mail: [dpruitt@shsu.edu](mailto:dpruitt@shsu.edu); Home Page: <http://www.shsu.edu/careerservices>

**Description:** Career Services will provide a survey questionnaire to all participants of workshops and presentations in order to determine the extent of knowledge students have (or do not have) regarding the career-related services available to them. Students will indicate their knowledge of the services offered by the department by responding to a scale indicating the degree of knowledge "I know very little about the services offered by the Career Services department" or "I know and utilize the services offered by the Career Services department on a regular basis". The results will then be used to formulate new programs or improve upon existing programs.

**Project/Program Title:**

**Contact Information:** Daughn Pruitt, Ph.D., Assistant Vice President for Student Services, Career Services, P.O. Box 2238, Huntsville, Texas 77341-2238; Phone: (936) 294-1713, Fax: (936) 294-3616  
E-mail: [dpruitt@shsu.edu](mailto:dpruitt@shsu.edu); Home Page: <http://www.shsu.edu/careerservices>

**Description:** A brief questionnaire will be given to all graduating seniors requesting information on their employment status following graduation. The results will indicate whether the person has a position prior to graduating, how the job was obtained (on-campus interviews, independent job search, etc.). With the data collected, the Career Services department will provide statistical evidence that will be used by various campus entities in recruitment efforts.

**Project/Program Title:** Campus Signage Project

**Contact Information:** John McCroskey, Facility Engineer, P.O. Box 2357 Huntsville, TX 77341-2357; Phone 936-294-4970; FAX 936-294-3882; Email [ppl\\_jfm@shsu.edu](mailto:ppl_jfm@shsu.edu)

**Description:** Enhance way finding and information signage on campus and in adjoining parking lots to ease transition of new students into the University community. This project is scheduled for completion during fiscal year 2003. The project is in design and expect to award construction in November.

**Project/Program Title:** Increase the number of campus parking spaces

**Contact Information:** John McCroskey, Facility Engineer, P.O. Box 2357 Huntsville, TX 77341-2357; Phone 936-294-4970; FAX 936-294-3882; Email [ppl\\_jfm@shsu.edu](mailto:ppl_jfm@shsu.edu)

**Description:** Strive to enhance the quality of surface parking lots on campus and construct new lots as opportunities become available. Completed construction of 650 new surface parking spaces and awarded construction of a new 450 space parking structure. Resurfaced major student parking lot across from the Coliseum and University Drive parking. Completion is expected in FY 2003

**Project/Program Title:** Complete and Commission ABIV a new building for general classroom and offices.

**Contact Information:** John McCroskey, Facility Engineer, P.O. Box 2357 Huntsville, TX 77341-2357; Phone 936-294-4970; FAX 936-294-3882; Email [ppl\\_jfm@shsu.edu](mailto:ppl_jfm@shsu.edu)

**Description:** Construct a four story classroom and office complex of 63,000 Square feet. Project will be completed in November, 2002.

**Project/Program Title:** Grounds and building entry enhancement

**Contact Information:** Doug Greening, Director, P.O. Box 2357 Huntsville, TX 77341-2357; Phone 936-294-1910; FAX 936-294-3554; Email [ppl\\_djg@shsu.edu](mailto:ppl_djg@shsu.edu)

**Description:** Campus appearance is considered in surveys to be very important to perspective and current students and their families. This project is to renovate landscaping between LSC and NG Library to improve the appearance and comfort level. Building entries and corridors are receiving additional attention to improve appearance.

**Project/Program Title:** Student Housing / BearKat Village I and II

**Contact Information:** John McCroskey, Facility Engineer, P.O. Box 2357 Huntsville, TX 77341-2357; Phone 936-294-4970; FAX 936-294-3882; Email ppl\_jfm@shsu.edu

**Description:** Construct a 509 bed student housing complex is to be constructed across BearKat Blvd from Bowers Stadium to be ready for occupancy by August 1, 2003.

**Project/Program Title:** South Side Dinning Facility

**Contact Information:** John McCroskey, Facility Engineer, P.O. Box 2357 Huntsville, TX 77341-2357; Phone 936-294-4970; FAX 936-294-3882; Email ppl\_jfm@shsu.edu

**Description:** Construct a 5,000 square foot facility on the South side of campus to provide convenient food service to resident and commuter students. Completion is expected in FY 2004.

**Project/Program Title:** Visitor Center

**Contact Information:** John McCroskey, Facility Engineer, P.O. Box 2357 Huntsville, TX 77341-2357; Phone 936-294-4970; FAX 936-294-3882; Email ppl\_jfm@shsu.edu

**Description:** Construct a Visitor Center in the vicinity of the Estill Building on the Southwest side of the main campus to provide a one stop recruiting center convenient to the University. Completion is expected in FY 2004.

**Project/Program Title:** Recreational Sports addition to HKC

**Contact Information:** John McCroskey, Facility Engineer, P.O. Box 2357 Huntsville, TX 77341-2357; Phone 936-294-4970; FAX 936-294-3882; Email ppl\_jfm@shsu.edu

**Description:** Construct an addition to the HKC building to address additional popular recreational activities by the students, including a weight room, exercise room, pool and basketball court. Completion is expected in FY 2005.

**Project/Program Title:** New Baseball Complex

**Contact Information:** John McCroskey, Facility Engineer, P.O. Box 2357 Huntsville, TX 77341-2357; Phone 936-294-4970; FAX 936-294-3882; Email ppl\_jfm@shsu.edu

**Description:** Construct a new baseball/softball complex for NCAA competition which will include lighting, dressing facilities, indoor practice and concessions adjacent to Bowers Stadium. Completion is expected in FY 2005.

**Project/Program Title:** Academic facilities expansion and improvement

**Contact Information:** John McCroskey, Facility Engineer, P.O. Box 2357 Huntsville, TX 77341-2357; Phone 936-294-4970; FAX 936-294-3882; Email ppl\_jfm@shsu.edu

**Description:** Renovation and upgrade to Farrington, Smith Hutson, NG Library, and the Teacher Education Complex to expand and enhance academic programs. Completion is expected in FY 2004 with the exception of Smith Hutson and Farrington which will be FY 2005.

**Project/Program Title:** Lowman Student Center brochure

**Contact Information:** Dr. Keri Rogers, Director of the Lowman Student Center & Activities, P.O. Box 2389, Huntsville, Tx 77341; Phone : (936) 294-1759 Fax: (936) 294-3803  
E-mail: krogers@shsu.edu; Home Page: <http://www.shsu.edu>

**Description:** The Lowman Student Center staff will develop a brochure that will explain the various facilities, programs and services available to the university and local communities. The goal of this project is to make the LSC user-friendly. The first priority is for the university community. The second priority will be for the local community. By reserving space in the LSC and generating outside rental income, the LSC will be able to maintain and improve its facilities, services and programs.

**Project/Program Title:** Lowman Student Center Reservation. Conference, & Workshop Planning

**Contact Information:** Dr. Keri Rogers, Director of the Lowman Student Center & Activities, P.O. Box 2389, Huntsville, Tx 77341; Phone : (936) 294-1759 Fax: (936) 294-3803  
E-mail: krogers@shsu.edu; Home Page: <http://www.shsu.edu>

**Description:** The Lowman Student Center staff will strive to explain the various facilities, programs and services available to the university and local communities. The goal of this project is to make the LSC user-friendly. The first priority is for the university community. The second priority will be for the local community. By reserving space in the LSC and generating outside rental income, the LSC will be able to maintain and improve its facilities, services and programs.

**Project/Program Title:** Lowman Student Center Facility Satisfaction Survey

**Contact Information:** Dr. Keri Rogers, Director of the Lowman Student Center & Activities, P.O. Box 2389, Huntsville, Tx 77341; Phone : (936) 294-1759 Fax: (936) 294-3803  
E-mail: krogers@shsu.edu; Home Page: <http://www.shsu.edu>

**Description:** The Lowman Student Center staff will redevelop and distribute a satisfaction survey. The goal of this project is to make the LSC user-friendly. The first priority is for the university community. The second priority will be for the local community. The results of the survey will be used to continually improve the services, facilities and programs of the LSC. By reserving space in the LSC and generating outside rental income, the LSC will be able to maintain and improve its facilities, services and programs.

**Project/Program Title:** Lowman Student Center Board of Directors

**Contact Information:** Dr. Keri Rogers, Director of the Lowman Student Center & Activities, P.O. Box 2389, Huntsville, Tx 77341; Phone : (936) 294-1759 Fax: (936) 294-3803  
E-mail: krogers@shsu.edu; Home Page: <http://www.shsu.edu>

**Description:** The Lowman Student Center staff will reactivate the board of directors. By asking students, faculty and staff to serve in these positions, each will feel he/she has a vested interest in the university and therefore more likely to remain a member of the university community.