

# Strategic Enrollment & Innovation

FY 2026 Strategic Plan Alignment and Budget Presentation

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# Strategic Enrollment & Innovation

## Enrollment

- Admissions Processing
- Admissions Recruitment
- Enrollment Marketing & Communications
- Enrollment Services-COM
- Enrollment Technologies
- Financial Aid & Scholarships
- Registrar
- Student Account Services
- Testing Center
- Veterans Benefits Processing
- Visitor Services

## Information Technology

- Academic & Research Technology
- Business Technology Solutions
- Endpoint Services
- Enterprise Solutions
- Information Security & Compliance
- Innovation
- IT Business Services
- IT Engagement
- IT Strategy
- IT Systems
- Networking

## Data Analytics & Decision Support

(IR, state reporting, data analytics, data governance)

# FY 2025 Accomplishments

## Priority 1: Prioritize Student Success and Student Access

- The freshman application was successfully implemented onto Common App. The Common App allows SHSU to be visible to potential freshman applicants that do not use the Apply Texas platform.
- In collaboration with Academic Affairs, Data Analytics and Decision Support launched a predictive modeling tool designed to identify first-time freshmen at risk of ending the semester in unsatisfactory academic standing. The tool was designed to close the gaps in the existing Progress Reporting process and was able to allow the ASC to proactively reach out to 297 students identified by the model.
- The Bearkat Advantage partnership was expanded to include the following ISDs: Hurst-Euleless-Bedford (HEB), Madisonville, Needville, New Waverly, Trinity, Waller, and Wills. The partnership provided \$1,000 scholarships to 10 students from each school district.
- The Veterans Benefits Processing team streamlined operations, successfully reducing the initial review time for certification documents from 14 business days to 2-5 business days.
- Innovation, Recruiting, and Admissions implemented Salesforce Education Cloud to improve the applicant experience through Recruiting and Admissions.
- Innovation implemented Ellucian Experience to improve the mySam experience for employees and students through both their web browser and native mobile apps.
- Enrollment Technologies implemented Ellucian Award to assist student initiatives for stop-outs and completers.

# FY 2025 Accomplishments

## Priority 2: Embody a Culture of Excellence

- Business Automation team delivered Power Automate workshops for the College of Health Sciences, Student Account Services, and Transfer Partnerships, engaging participants of varying skill levels and fostering practical automation skills.
- Student Account Services launched a new payment method for 529 account holders. Backpack is a free online service that shortens the time it takes for 529 payments to be received by SHSU.
- Established a Data Governance Policy brought forth by the Data Governance Committee, which contains members from Data Analytics and Decision Support (DADS), IT, Enrollment, and Academic Affairs.
- Business Automation team collaborated with Academic Affairs to develop a new degree exception automated process. This process replaces multiple paper forms into one digital workflow, automating the routing of requests to the appropriate parties, and providing a record of activity for the process.
- Admissions Processing have added a streamlined process for students to defer their admissions application or update their expected entry term. Students are now able to stay in the funnel when their original term does not work out for them.
- Accessibility Coordinator Kaylee Hutchison introduced a strategic initiative aimed at fostering better communication and implementation of accessibility standards for campus. The proposed initiative, titled “Accessibility Champions,” empowers volunteers from various departments across campus to champion accessibility within their respective roles and departments.
- Information Security and Compliance with the assistance of IT Engagement surveyed all vendors of SHSU procured IT services of their products' use of AI as part of the Artificial Intelligence (AI) Inventory Report due to the Department of Information Resources.

# FY 2025 Accomplishments

## Priority 3: Elevate the Reputation and Visibility of SHSU

- Innovation and IT Strategy teams have presented at national conferences about improvements to the student and employee experiences using Salesforce and Ellucian technologies.
- Innovation was featured in a recent webinar for Texas schools regarding their work to implement Salesforce.
- Jeanette Collins and Angela Lewis from Student Account Services will be serving as members of the TouchNet Product Advisory Board.
- B.J. Oster, Associate Director of Admissions Recruitment, was nominated and selected to serve on a committee for the Texas Association of Collegiate Registrars and Admissions Officers (TACRAO).
- Implemented Common App implementation for first-time freshman and are in the implementation process to add for transfer student admissions applications.
- The Information Security & Compliance Office and department of Computer Science partnered to create a Security Operations Center (SOC). The SOC gives real-world information security experience to student analysts in the Computer Science program as well as increased security posture for SHSU to combat cybersecurity threats.
- Tristan Young and Nicholas Hudzinski from Data Analytics & Decision Support (DADS) represented SHSU at the Texas Association of Institutional Research (TAIR), presenting about models used by DADS to predict a first-time freshman's academic performance and the tool they built on top of those models.

# FY 2025 Accomplishments

## Priority 4: Expand and Elevate our Service to the State and Beyond

- Welcomed the first cohort of seven Texas Joint Admission Medical Program (JAMP) scholars into the Fall 2025 student doctor cohort. As a state legislature-supported workforce pipeline program, JAMP provides critical support to economically disadvantaged pre-medical students
- Innovation staff have served on the planning committee for the Texas Banner user group conference (TCC).
- SEI Enrollment and Innovation staff are often included as customer references because of their effective use of tools and streamlined processes.
- In a strategic partnership with Ellucian, Megan St. Vigne has participated in a customer success story, webinar, customer testimonial video, and a fireside chat highlighting SHSU's innovative utilization of Smart Plan and Award.
- Acting as Chair of the SAP University Alliance North American Academic Advisory Board, we collaborate with universities all over North America as well as globally during the last SAP UA-COM 2025 global meeting held at SAP headquarters in Walldorf Germany.
- Information Security Officer Steven Frey co-chairs the Department of Information Resources (DIR) SISAC Solutions Subcommittee. This subcommittee of the Statewide Information Security Advisory Committee meets regularly to evaluate solutions to common problems and shares best practices among state agencies.
- Information Security Officers Steven Frey and Daniel Owen (Texas State University and Texas State University System) collaborated on enhancements to the DIR TX-RAMP program manual and Texas Administrative Code adopted by DIR. Additionally, the pair designed online tools to determine TX-RAMP scope for cloud services so that state agencies and vendors could easily determine the appropriate TX-RAMP certification.

# FY 2026 Keep Doing

## **Statement:**

The Division of Strategic Enrollment and Innovation plans to keep strategically waiving application fees as these fees can be a deterrent for some students, particularly first-generation or low-income students. Targeted fee waivers can increase application volume and allow the university to remain competitive with peer institutions. This action aligns with Priority 1: Prioritize Student Success and Student Access and Goal 1.1, with measurable impacts on the application volume needed to increase enrollment, advancing Pillar 1 – Enrollment.

## **Supporting Data:**

To ensure application volume supports our enrollment goals, application fee waivers can be strategically used to boost applications. For Fall 2025, we waived application fees for the month of November, resulting in a 43% increase in applications compared to the same period the previous year.

## **Resources / Collaborations Required:**

Sustained funding for fee waivers, partnership with Enrollment Services and Data Analytics and Decision Support to track and analyze trends and coordinated outreach efforts to promote availability of waivers.

# FY 2026 Keep Doing

## **Statement:**

The Division of Strategic Enrollment and Innovation will maintain efforts toward a unified campus communications solution to improve collaboration, enhance customer service, and increase productivity while aligned with university strategic priorities. A unified approach simplifies the user experience by integrating disparate communication tools and even introduces new functionality, making communicating with students, faculty, and staff easy and efficient. This supports Priority 2: Embody a Culture of Excellence and Goal 2.2, with measurable impacts such as improved engagement, higher satisfaction with communication, and increased response rates, advancing Pillar 4 – Agility.

## **Supporting Data:**

The maintenance to the existing Cisco phone system was the first step in modernizing our communications infrastructure to support transitioning to a unified solution. We also migrated Call Center users to a single modern application, removing a separate legacy application and upgrading the user experience in the process. Moving forward with Enhanced 911 integration and the selection of a next generation communications platform are the next steps toward this initiative in improving SHSU Agility.

## **Resources / Collaborations Required:**

Ongoing investment in integrated communications platforms, dedicated staff for strategy and execution, and collaboration across departments to ensure message alignment and effectiveness.



# FY 2026 Stop Doing

## **Statement:**

The Division of Strategic Enrollment and Innovation will stop allowing departments to purchase non-enterprise software and transition to standardized tools—beginning with Gecko Engage for event management and Adobe Express for creative design—to ensure consistency, cost savings, and operational efficiency. Decentralized purchasing creates unnecessary costs, security risks, and support challenges. This action aligns with Priority 2: Embody a Culture of Excellence and Goal 2.2, with measurable impacts including reduced non-enterprise software use, cost savings through consolidation, increased user satisfaction, and improved IT security and support, advancing Pillar 4 – Agility.

## **Supporting Data:**

Investing in a new application without assessing the capabilities of the existing one can lead to redundancy. This misallocation of resources—both financial and human—can hinder overall productivity and innovation. Overlooking the importance of integration with existing systems can lead to operational inefficiencies such as impeding interdepartmental collaboration and data sharing, undermining the goals of operational agility and excellence as well as introducing security risks.

## **Resources / Collaborations Required:**

Transitioning out a non-standard tool requires a coordinated effort involving IT, departmental champions, and end users. Key resources include comprehensive training programs, a clear communication plan, technical support, and detailed documentation. Training resources such as live workshops, self-paced guides, and a network of tool subject matter experts will support user adoption.

# FY 2026 Stop Doing

**Statement:**

The Division of Strategic Enrollment and Innovation will stop relying on manual course scheduling and enrollment projections, shifting to automated, data-driven tools. Manual processes cause inefficiencies and hinder student access to needed courses. This action supports Priority 1: Prioritize Student Success and Student Access and Goal 1.1, with measurable impacts including improved accuracy in course demand forecasting, fewer registration barriers, and time savings in planning, advancing Pillar 1 – Enrollment.

**Supporting Data:**

Transitioning to predictive, automated tools will streamline scheduling, reduce registration barriers, and improve overall planning efficiency, supporting student success.

**Resources / Collaborations Required:**

Reallocate staff time from manual scheduling to student support, invest in scheduling software, and coordinate with Academic Affairs and IT for implementation and training during a phased transition.

# FY 2026 Start Doing

## **Statement:**

The Division of Strategic Enrollment and Innovation will start to develop and distribute a standardized list of enterprise software tools to ensure cost savings, reduce redundancies, and enhance system integration across campus. This aligns with Priority 2: Embody a Culture of Excellence and Goal 2.2, with measurable impacts including the number of software licenses consolidated under enterprise agreements, cost savings achieved through bulk purchasing and contract negotiations, and user adoption rates of recommended enterprise tools, advancing Pillar 4 – Agility.

## **Supporting Data:**

Standardizing enterprise software tools ensures consistency across the organization, which streamlines workflows and reduces confusion. This approach enhances security by limiting the use of unauthorized tools and ensuring compliance with regulatory standards. It also leads to cost savings through better licensing agreements and prevents unnecessary spending on redundant tools. Additionally, standardization improves integration and compatibility with existing systems, minimizing technical issues. It simplifies user support and training, as support teams can focus on a defined set of tools, leading to quicker issue resolution and more effective training programs.

## **Resources / Collaborations Required:**

Reallocation of IT staff time to analyze existing software, research licensing opportunities, acquire and integrate enterprise solutions that may not yet exist, and develop training and subject matter experts for ongoing support and campus engagement.

# FY 2026 Start Doing

## **Statement:**

The Division of Strategic Enrollment and Innovation plans to start the establishment of a framework for support units to use outcomes analytics in assessing their programs, initiatives, and interventions to ensure data consistency and comparability. Implementing a standardized approach to outcomes analytics will improve decision-making, demonstrate impact, and allow for benchmarking across departments. This action aligns with Priority 2: Embody a Culture of Excellence and Goal 2.2, with measurable impacts in reducing the time to make critical decisions by facilitating comparability and minimizing apparent contradictions in outcomes analytics, advancing Pillar 4 – Agility.

## **Supporting Data:**

Relying solely on descriptive statistics can cause a program to overlook deeper insights. While descriptive statistics offer a basic summary of data that might be appropriate in the early stages of an initiative, they do not explain underlying causes or predict future trends. Providing guidance on appropriate analytics can enhance data literacy, enabling more comprehensive evaluations. Without robust evaluation mechanisms, the institution struggles to allocate resources effectively. Additionally, providing stakeholders with insights into both short-term and long-term outcome measures can help bridge the gap between immediate results and future impacts.

## **Resources / Collaborations Required:**

Collaborative effort with Data Analytics and Decision Support and various support units and campus partners to inform and vet the framework for eventual adoption.

# Strategic Enrollment & Innovation Summary

## **Keep**

**Waiving Application Fees**

**Efforts Toward a Unified Campus Communications Solution**

## **Stop**

**Redundant Software Purchases**

**Manual Course Scheduling**

## **Start**

**A Standardized List of Enterprise Software**

**Standardized Outcomes Analytics Framework**

# Questions?



Sam Houston  
State University

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM