

Texas A&M University-Corpus Christi
Annual Enrollment Management Plan

Submitted to the Texas A&M University System

As required by System Policy 11.04

October, 1998

Part 1. Overview

Campus Philosophy on Overall Enrollment Management

Texas A&M University-Corpus Christi will continue its commitment to provide excellent undergraduate and graduate educational programs to meet the needs of South Texas and the state. It will continue to focus on coastal and urban issues, with special emphasis on Allied Health, Applied Technology, Arts and Humanities, Business Administration, Environmental Studies, and Teacher Education. The University is undergoing major changes in its student body and the needs of South Texas are rapidly changing. In response, the University is developing and implementing additional academic programs consistent with the University's mission.

The University recognizes that the task of recruiting and retaining students is a campus wide effort. That effort focuses on meeting the needs of students, continually seeks to improve the quality of the educational experience, and uses student satisfaction surveys and other market research to shape the delivery of support services. Consistent with this philosophy, all enrollment management efforts are characterized by the strong desire to meet students' needs with appropriate programs and services.

To manage its enrollment effectively, the University is implementing a comprehensive Strategic Enrollment Management Plan. A preliminary version of the plan has been developed, and many initiatives are underway. The plan is based on the following situational analysis factors:

- ▶ Demographic trends in traditional college cohorts
- ▶ Environmental factors affecting enrollments
- ▶ Competition analysis (ACT/SAT research)
- ▶ Institutional strengths and weakness as measured from the Student Satisfaction Instrument from Noel-Levitz, the Graduating Student Survey, and other survey results
- ▶ Institutional resources
- ▶ Enrollment projections
- ▶ Data on primary, secondary and experimental target markets
- ▶ Institutional image with key publics
- ▶ Student needs and attitudes as measured by focus groups and the CIRP survey administered to first year students
- ▶ Admissions trend data (applied, admitted, enrolled)
- ▶ Retention data

The enrollment goals for the University anticipate that historical enrollment increases of approximately 5% per year will continue. These goals appear under Part 2 of this report. We review and update these goals periodically as part of the Strategic Enrollment Management planning process. The attached enrollment targets provide direction for the University's recruiting and retention efforts. This direction, in turn, leads to appropriate strategies to accomplish the University's enrollment goals.

Minority Enrollment

The Hopwood decision has had a significant impact on the range of strategies available to the University in recruiting minority students. However, the Texas A&M University-Corpus Christi has been successful in attracting minority students despite the legal constraints of Hopwood. For example, while the overall enrollment for the University has increased by approximately 25% in the past four years, Anglo enrollments have only increased by 14%. Thus, most of the enrollment growth the University has experienced is the result of minority enrollments. In fact, Hispanic and Black enrollments have increased by 38% and 44%, respectively. Minority enrollment increases are expected to continue. These trends are consistent with the University's mission "to recruit and retain students who have a high potential for academic success, especially those from groups who historically have been under-represented in higher education."

Scholarship Needs

Texas A&M University-Corpus Christi can easily increase its overall enrollment at a much higher rate, especially with minority students, if more need-based scholarship money were available for traditional freshmen. Although the University has a freshman scholarship program, the endowed funds available for the program are very limited. Additional scholarship money, especially need-based money, would significantly improve the University's ability to enroll good students who have financial need.

Need-based scholarship money for transfer students is also needed. Most minority students begin their college careers in community colleges. They do so for various reasons, not the least of which is the cost differential between 2-year and 4-year schools. Required tuition and fee cost at most community colleges is less than half the cost at 4-year institutions. While it is in the best interest of many students to begin their college careers at community colleges, it is not difficult to understand that financial considerations are least one of the reasons why so many community college transfer students have difficulty making the transition to a 4-year institution. If financial aid cannot cover most of the cost difference between 2-year and 4-year schools (and it usually does not), financial constraints prevent or discourage many students from continuing their studies beyond the community college level.

Additional scholarship money would make a big difference for transfer students and help the University better serve the needs of South Texas by providing greater access and better opportunities for success. This is very important for Texas A&M University-Corpus Christi, not just because of the demographics of the region, but also because of the large number of community college students enrolled in Del Mar and Coastal Bend College. It is imperative that need-based scholarship money be available for worthy and deserving students.

Admission Requirements

Texas A&M University-Corpus Christi does not anticipate changing its admissions policies. It will continue to have selective admissions standards and will seek to admit students who are academically prepared as measured by their program of study in high school and other objective measures such as rank in class and standardized test scores. However, the University will also continue to admit students through its Alternative Admission program, which looks at additional factors besides high school curriculum, rank in class, and standardized test scores.

The University's selective admissions standards currently complement the open admissions policies of local and area community colleges. Therefore, the admissions standards do not hinder access to higher education for high school graduates from the Coastal Bend area nor place the University in a competitive role with community colleges for the same students.

Targeted Enrollment Growth

The University will continue to target traditional freshmen primarily from the South Texas area, but high school graduates from the rest of the state who have an interest in the programs the University offers and who have a high probability of success will also be attracted. In addition, the University will continue its strong ties with local and area community colleges. Thus, it will continue to target transfer students who wish to complete a baccalaureate degree. Texas A&M University-Corpus Christi will also continue to recruit graduate students from the Coastal Bend area and from the South Texas region for programs in the health sciences, education, science and technology, arts and humanities, and in business. It will also continue to expand its recruiting efforts beyond South Texas and the remainder of the state for programs such as computer science and the biological sciences. These programs already attract not only Texas students, but out-of-state and international students as well. Recruiting efforts for these programs will continue to expand.

Retention Efforts

The University has a number of very structured and successful retention programs that have been in place since the University began to accept lower division students in 1994. Two such programs are the Tutoring and Learning Center and University Core Curriculum Program. These programs and other recent initiatives enhance the University's efforts to help a greater percentage of our students accomplish their educational objectives. Examples of recent initiatives include:

- ▶ implementation of graduating and currently enrolled student surveys to assess the University's various programs and services;
- ▶ creation of a task force to improve academic advising;
- ▶ implementation of customer service training and cross-functional team training for employees in areas such as the Admissions Office, the Registrar's Office, the Student Financial

Assistance Office, and the Career and Placement Center;

- ▶ addition of a new position to assist with multi-cultural programming and training;
- ▶ reorganization of the Student Services Division to enhance coordination of student support services; and
- ▶ creation of an advisory board for on-campus housing.

The University recognizes that the success of the institution is linked to the success of its students. Cognizant of this fact, the University will continue to focus on meeting the needs of its students by continually seeking to improve the quality of the educational experience both inside and outside the classroom.

Part 2. Past and Projected Headcount Enrollment Data:

Texas A&M University-Corpus Christi

Past and Projected (Targeted) Headcount Enrollments						
Actual Fall 1994	Actual Fall 1996	Actual Fall 1998	Group	Target Fall 1999	Target Fall 2001	Target Fall 2003
5,152	5,671	6,335	Total Headcount	6,652	7,334	8,085
3,907	4,230	4,690	Undergraduates	4,925	5,429	5,986
1,245	1,441	1,645	Graduates	1,727	1,904	2,099
0	0	0	Professionals	0	0	0
Special Category						
409	512	579	First-Time Freshmen	679	879	1,079
1,050	542	731	New UG Transfers	768	846	933
By Age:						
33	42	30	Under 18	32	35	38
810	1,462	1,832	18-21	1,924	2,121	2,338
835	907	1,067	22-24	1,120	1,235	1,362
1,171	1,160	1,251	25-30	1,314	1,448	1,597
2,303	2,100	2,155	31 & over	2,263	2,495	2,750
By Ethnicity:						
3,155	3,408	3,552	White, Non-Hispanic	3,662	3,924	4,205
121	138	172	Black, Non-Hispanic	193	228	255
1,751	1,947	2,382	Hispanic	2,551	2,899	3,304
71	113	134	Asian/Pacific Islander	146	173	200
27	30	32	Am. Indian/Alaskan Native	34	37	41
27	35	63	Non-Resident Alien/Foreign Nationals	66	73	80
	0		Unknown or not reported	0	0	0
By Geography:						
27	22	62	International	65	72	79
19	92	110	Out-of-State	116	127	140

Projections based on 5% overall annual enrollment growth.