

NSU plans to increase enrollment with SEMP

ASMA JONES
TNE WRITER

The Strategic Enrollment Management Plan at NSU is planning to strategically increase student enrollment. The current numbers fell short from last year's numbers, but the university-wide team is working on the front lines to change those numbers.

"We have a total of 9,361 students at NSU in Fall 2011 compared to 9,588 in Fall 2010," said Julie Sawyer, registrar at NSU. "Approximately 19 percent of undergraduate students live on campus while 81 percent of undergraduates live off campus."

Lora Boren, dean of student affairs, is leading the process of developing the SEMP. She said the process consisted of focus

group sessions with representatives from Academic Affairs, Enrollment Management, Marketing and Communication, NSU Foundation, Scholarship Office, University Relations, Institutional Research and Financial Aid.

"A draft plan will be submitted to Interim Provost Bahr and Interim President Tadlock for initial review; and the plan will be vetted by interest groups across campus for input," said Boren. "I anticipate this process taking 3-4 weeks. The final plan will be shared with the campus community soon after."

Boren said the SEMP has instigated great team conversations, all of which have bridged university wide outreach efforts. Dana Boren-Boer, university marketing coordinator, is leading NSU

media marketing utilizing venues that reach traditional and non-traditional aged students. Jason Jessie, director of high school and college relations, and his staff are leading focused personal recruitment efforts targeting traditional students. Many academic programs and community college academic articulation agreements are attracting transfer students.

"We are also reviewing our marketing efforts to highlight the quality of programs we offer at NSU," said Martin Tadlock, interim president of NSU. "Enrollment growth in the future will be carefully targeted to areas where we have capacity for new students and towards programs where there is a need in Oklahoma for increased graduates in that program."

NSU has also been making efforts to increase international student enrollment. The university currently has 252 students at NSU who are non-U.S. citizens. They are from 58 different countries in the world.

Angelika Copp, office manager of international programs, said the most represented countries at NSU are Japan, China, Vietnam, UK, South Korea, Mexico, India and Canada.

Economy and unemployment are the causes of decreased enrollment in any school system. People who are struggling with their income will tend to quit school and keep their job in order to survive and care for their family. There are other reasons, such as online classes, that have led to decreased enrollment.

"The number of graduates from Oklahoma high schools is not increasing," said Tadlock. "We opened up additional sections in the last two summers for students to accelerate time to graduation, and there are many

options for students to pursue education in non-traditional formats."

The bright side is that this decrease is not affecting NSU negatively; in fact, many other numbers are going up.

"Our enrollment numbers in each college are up and in our graduate programs, which I believe reflects that fact that students come to school knowing where they wish to invest their time," said Tadlock. "And transfer numbers are up due to multiple partnerships we have with two year colleges."

Students have said they would like to see NSU on TV; and some have said they would like to see some network marketing, such as putting NSU on Facebook and other social networking sites in order to increase enrollment.

"I really think if NSU would be on TV it would help the school increase enrollment," said Alyssa Wilkins, Frogville junior. "Especially if it was an annoying commercial that would get stuck in someone's head, it would definitely spark their interest to check out our university."

It has been obvious that most of the students at NSU do not live on campus and are a majority of commuters.

"Both our BA and Muskogee campuses are commuter campuses, which means over 2,500 students are commuters there," said Tadlock.

Boren said the SEMP will help bring together the multiple university initiatives focused on increasing quality student learning and student retention. Recruitment and enrollment numbers are a small piece to the SEMP. The focus is on engaging current and future students in order to meet the institutional mission.

For more information, email ziyada@nsuok.edu.



The Branch
Tahlequah, Oklahoma

505 N. Muskogee Ave
(918) 456-1500

Restaurant Hours
Mon. - Thurs. 11 a.m. - 9 p.m.
Fri. - Sat. 11 a.m. - 10 p.m.
Sunday Brunch 10 a.m. - 2 p.m.

Bar Hours
Mon. - Sat. 11 a.m. - Last Call

Happy Hour
Mon. - Sat. 2 p.m. - 5 p.m.

Like us on Facebook!

Weekly Schedule Sept. 13th - 19th

Tuesday: \$5 Burgers w/ purchase of Alcoholic Beverage
3 p.m. - 9 p.m.

Wednesday: Live Acoustic Music

Thursday: Karaoke Night
10 p.m. - Last Call
\$5 Cover for Gentlemen

Friday: Pianist
6 p.m. - 9 p.m.

Saturday: Live Music by Lorenzo Scott
OSU v. Tulsa 9 p.m.

Sunday: Brunch
10 a.m. - 2 p.m.

Monday: Monday Night Football
7 p.m. - 11 p.m.
St. Louis @ New York Giants
\$12 Bucket Beers

