

University of Idaho

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TO: University of Idaho Faculty and Staff

FROM: Chuck Staben, President
John Wiencek, Provost and Executive Vice President

DATE: October 18, 2017

SUBJECT: Aligned Management of Recruitment and Retention Efforts

As we complete the final analysis of our fall 2017-18 enrollment numbers, we are pleased to see a trend upward and are grateful to everyone who worked so tirelessly this past year to help achieve what we expect to be a very positive outcome.

We are proud of our collective work toward enrollment growth at the University of Idaho, and we see an opportunity to further accelerate growth in our first-year and continuing student classes. Our investments in well-qualified and trained professional staff to assist with recruitment and retention have yielded good results. But we have an opportunity to do even more. By more effectively coordinating our work, we will be able to provide a higher level of service to all students and eliminate challenges that come with the diffused management structure and variable financial resource capabilities that currently exist.

After much thought and evaluation, a new aligned management structure for student recruitment and retention will be implemented in the coming weeks by Dean Kahler, vice provost of

Strategic Enrollment Management (SEM). We expect this new strategy to significantly improve service quality and quantity for our students. In addition, the Vandal Success Center concept will be substantially improved with this alignment, and our recent investment in Starfish – a modern student intervention and communication software tool – will make this new approach all the more effective.

Under this new strategy, all professional recruitment and retention staff will be managed, trained and supported inside SEM, in coordination with the colleges and other academic support areas. The majority of advisors in colleges will remain in their same location, serving their traditional student populations. Members of this critical group of staff were notified of the changes this morning. We expect to complete the alignment by December 1, 2017. A career ladder and training plan are part of this new strategy and will afford many more enrichment and career advancement opportunities for our recruitment and retention staff going forward.

We realize these changes are substantial and will likely have ripple effects that we will need to address. However, the data suggest we will continue to struggle to meet our ambitious enrollment goals unless we evolve our efforts to be more effective and coordinated. As we go forward in this new direction, SEM will address any challenges that arise in a proactive and coordinated way.

We all share the responsibility to serve our students well and help set them up for success. It is vital to their futures and to ours that we come together and make this transition a smooth one. We appreciate your partnership and support as we continue to recruit future Vandals and retain and graduate our current students.
