

Vision, Values, Goals, and Initiatives

OEM Retreat

May 24, 2011

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Indiana University



First, I want to thank each of you for the outstanding work you do.



I am so proud of each of you for the group and individual successes!

First of all, I want to express my
Vision for OEM to you:

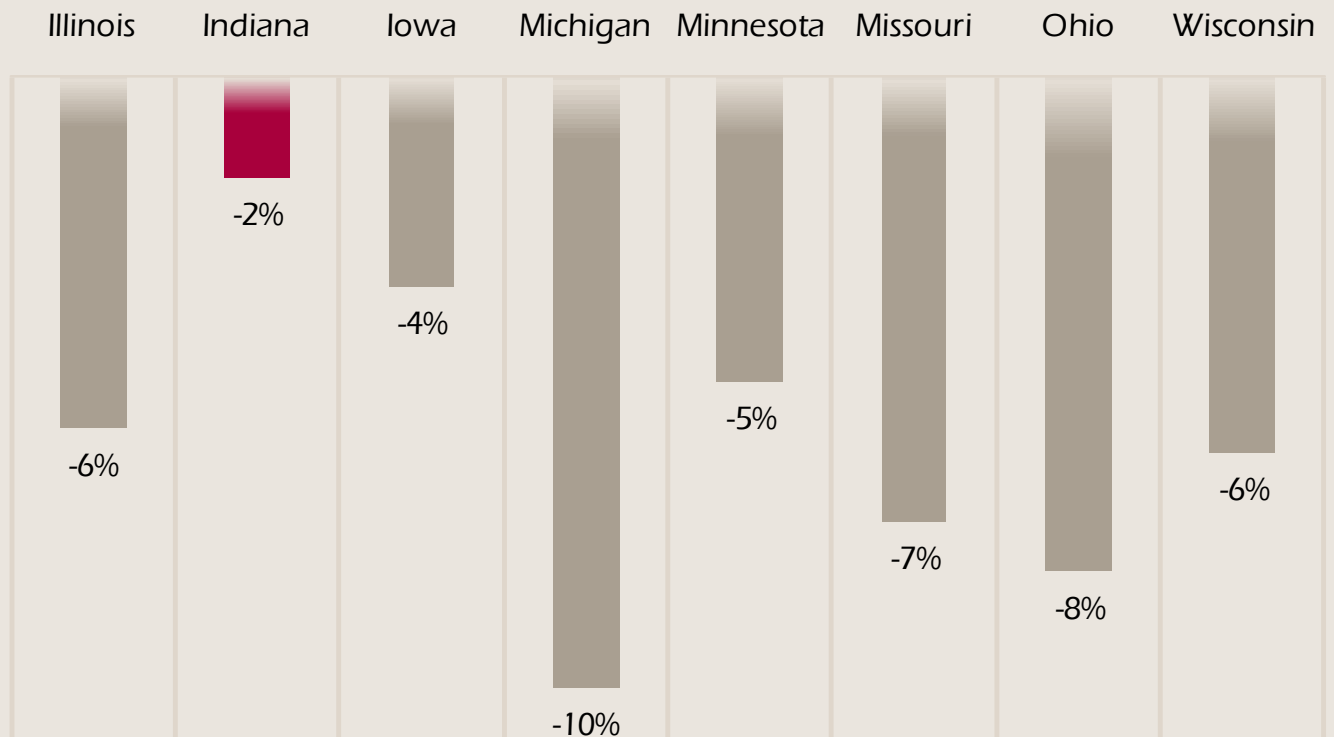
“Recruiting and serving promising
students who persist and graduate
from IU!”



Changing High School Demographics in the Marketplace

HIGH-SCHOOL GRADUATES

Change in number: 2009-10 to 2014-15



From *Knocking at the College Door: Projections of High School Graduates by State and Race/Ethnicity, 1992 to 2022*, Western Interstate Commission for Higher Education, 2008.



IU's SAT* Comparison in the Big Ten

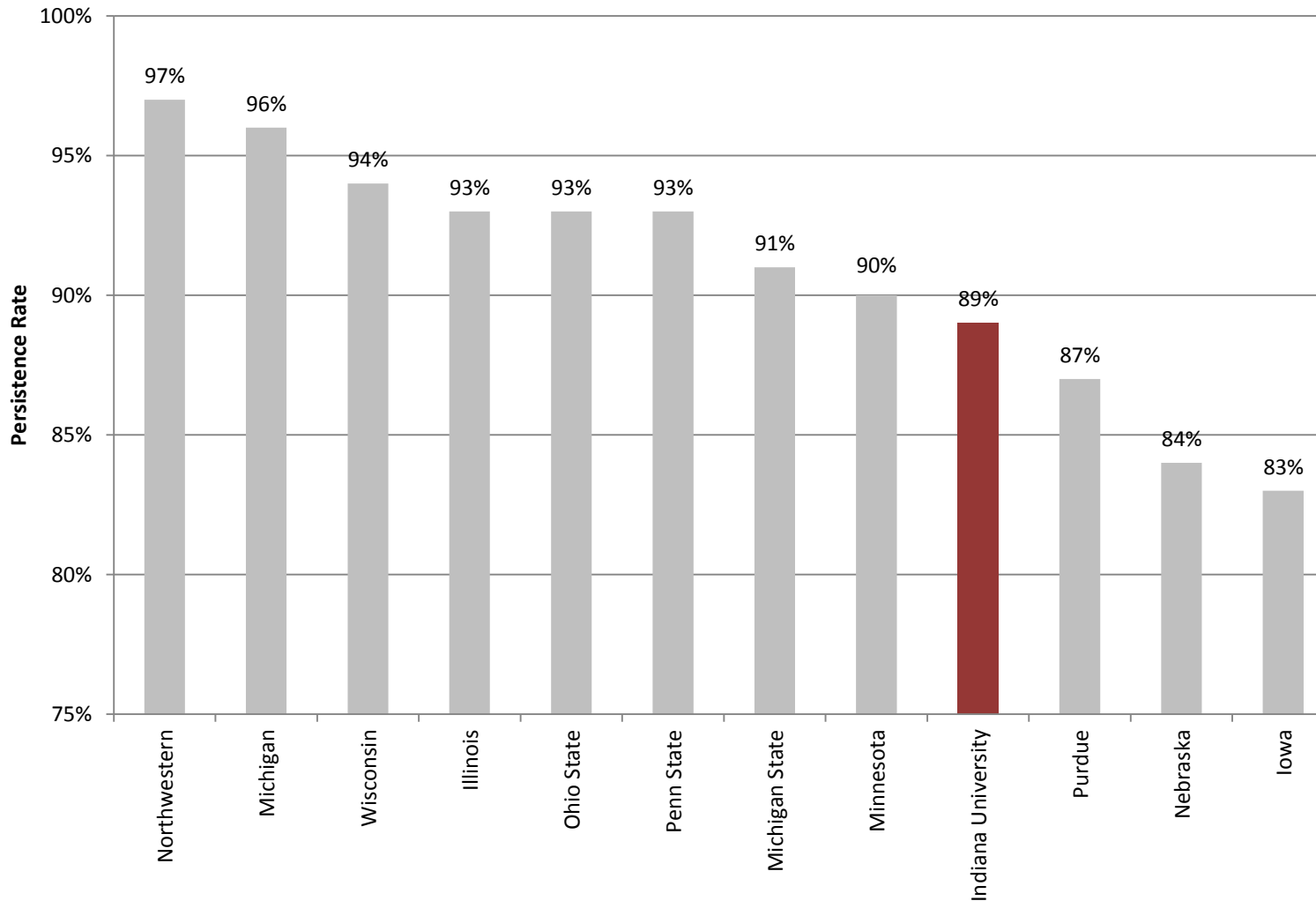
(*Does not include ACT converted scores)

SAT Average Composite for Verbal and Math							
	2006	2007	2008	2009	2010	Change from Last Year	Change from 2006
Northwestern	1410	1385	1445	1424	1430	6	20
Michigan	1315	1320	1325	1330	1327	-3	12
Illinois	1276	1287	1290	1315	1310	-5	34
Wisconsin	1275	1275	1280	1280	1285	5	10
Minnesota	1240	1250	1245	1250	1270	20	30
Ohio State	1200	1230	1230	1230	1235	5	35
Penn State	1180	1195	1200	1195	1185	-10	5
Iowa	1190	1195	1205	1195	1180	-15	-10
Indiana	1120	1145	1150	1170	1175	5	55
Nebraska	1180	1175	1190	1195	1170	-25	-10
Purdue	1135	1145	1150	1160	1165	5	30
Michigan State	1160	1135	1150	1145	1130	-15	-30

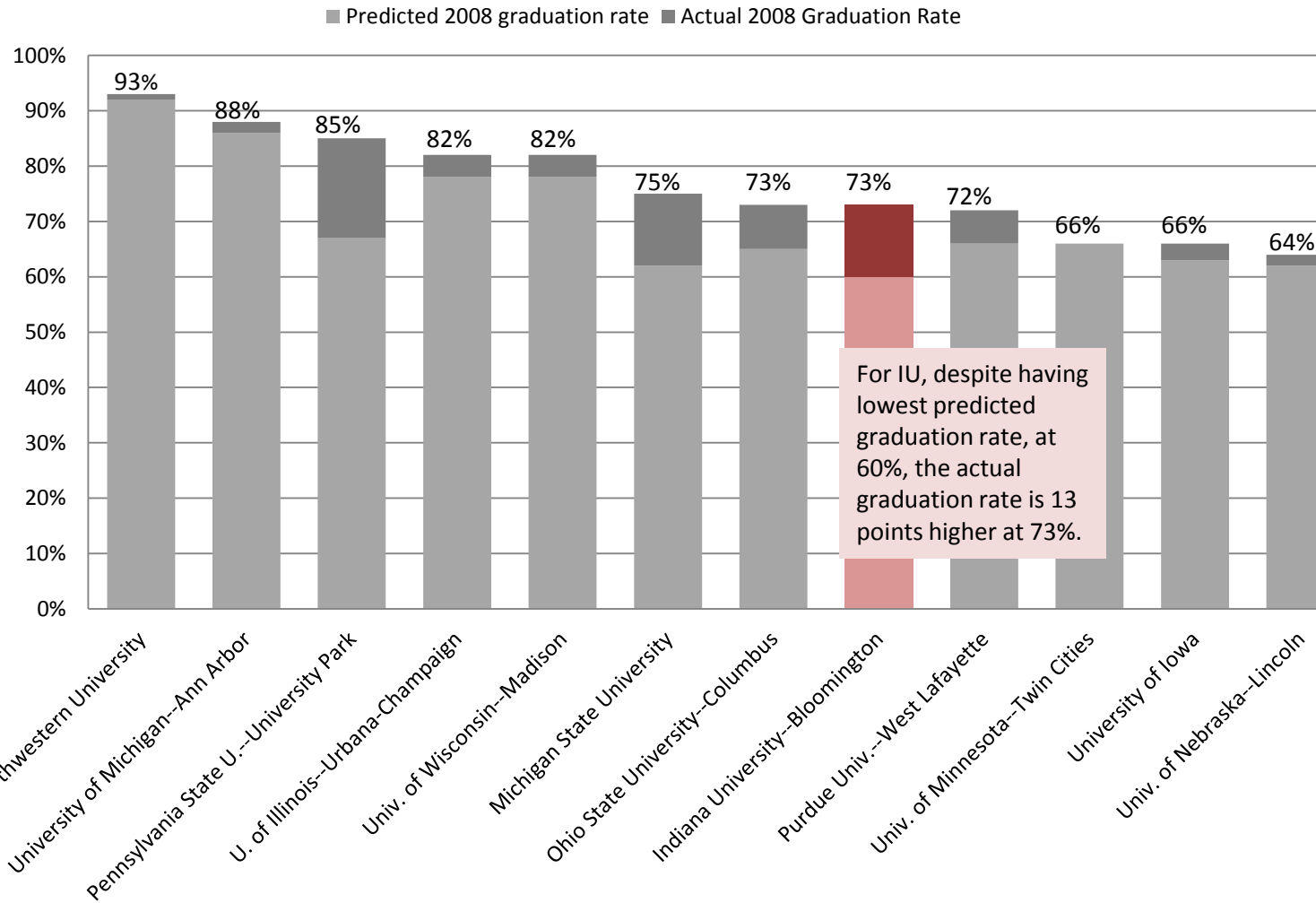




Retention Rates By Big Ten Schools – 2008 Cohort



Six-Year Graduation Rates Predicted and Actual By Big Ten Schools



Again, My Vision for OEM is this:

“Recruiting and serving promising students who persist and graduate from IU!”



What shapes my Vision?

The wisdom of others helps me. Here are three quotes I really like...





“Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow.” - William Pollard



“As competition intensifies, the need for creative thinking increases. It is no longer enough to do the same thing better...”- Edward de Bono

“We’ve always tried to be at the intersection of technology and liberal arts, to be able to get the best of both, to make extremely advanced products from a technology point of view, but also have them be intuitive, easy to use, fun to use, so that they really fit the users– the users don’t have to come to them, they come to the user.”

Steve Jobs, CEO of Apple



My vision for OEM organizationally:

Admissions

Budgetary Administration

Enrollment Planning and Research

First Year Experience Programs

Interactive Communication

Performance and Technology Integration

Registrar

Scholarships

Student Financial Assistance

9 departments = 1 OEM

Values shape who we are.

Teams who spend time developing their values and working in alignment with those values are more focused, energized, happier, and more productive because they are clear about what's important.

Greg Bell, *Water the Bamboo*

An OEM/Personal Values Exercise:

What are the FIVE values that are most important to you, in both life and work?

Read the lists first, then go back and circle your five.

My selected Values, expanded:

Integrity – honesty, responsibility, fairness

Community – appreciation, compassion,
acceptance

Collaboration – cooperation, empathy, learning

Family – respect, love, forgiveness, fun

Sustainability – optimism, wisdom, service

Again, Values shape who we are.

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Greg Bell, *Water the Bamboo*

Many of our Values are
hopefully expressed in our OEM
Mission and Goals.

So, Let's move from Values to
the Mission and Goals!

The current OEM Mission and Goals

The Office of Enrollment Management is committed to providing outstanding student services through nine organizational departments and divisions. By utilizing a series of highly integrated information systems and a robust reporting environment, OEM provides ongoing analysis of the characteristics and behaviors of current, prospective, and former students in order to help the campus achieve the following goals:

- To attract, admit, enroll and retain a desirable student body for the Bloomington campus...
- To create and manage a campus schedule of course offerings; to register students...
- To administer federal, state, and institutional financial aid and scholarship programs...
- To counsel students and families in order to ensure access, choice, and a diverse student body...
- To facilitate the development, implementation and monitoring of academic policies...
- To facilitate student transition to Indiana University Bloomington...
- To promote Indiana University and the pursuit of higher education...
- To play a leadership role in the development of student information systems...

Because you embraced them, the OEM 2010-2011 Objectives have influenced our group and personal successes.

Thank you all again for our achievements.

1. You have been **personal** in recruiting students by using intentional integrative marketing techniques through a number of platforms.
2. You have been **proactive** in gaining efficiencies and campus synergy to leverage technology and resources while offering solutions, expertise and advice.
3. You have been **precise** in managing the IU enrollment goals — quality, diversity, international breadth, and affordability — through the use of research, data modeling and predictive analytics.
4. You have been **professional** through continued partnerships with the schools, the College and the campus administration in awarding and processing financial aid and scholarships.
5. You have been **progressive** in enrollment and retention efforts to collaborate with students, faculty, staff, alumni and the administration in support of the IU academic goals and mission.

I want to now share some
new additional
OEM Goals
for 2011-12

Additional OEM Goals for 2011-2012

1. Create a non-customer facing “Shared Services” model to improve service and reduce costs.
 - a. Create OEM “Shared Services” Committee.
 - b. Serve on University-Wide Advisory Council and Functional Teams.
 - c. Provide communication and updates on “Shared Services” to OEM.
 - d. Visit other Universities to see “Shared Services” models.

(estimated timeframe 1-3 years)

Additional OEM Goals for 2011-2012

2. Create a customer facing “One-Stop” Service model for OEM services.

- a. Attend a webinar on *Creating the “One-Stop” Shop for Student Services* on June 21, 2011.
- b. Send a team to a conference on *Improving Customer Service with a “One-Stop” Enrollment Model* on June 27-29, 2011.
- c. Determine which “customer facing” services are to be included in the “One-Stop” model.
- d. Keep Staff informed about the “One-Stop” Model plans.

(estimated June, 2012)

Additional OEM Goals for 2011-2012

3. Deploy document imaging and document workflow electronically –no more paper files.
 - a. Admissions & Scholarships participate in a 30-day trial of imaging and workflow tools in June 2011.
 - b. Conduct a business process review and document the current process and propose imaging and workflow enhancements.
 - c. Keep Staff informed about imaging and workflow progress.
 - d. Starting in August 2012, admit the class of 2013 using document imaging and workflow tools and enhanced processes.

(August, 2012)

Additional OEM Goals for 2011-2012

4. Designate the appropriate functional office space and the “One-Stop” service space for IUB.
 - a. Read and digest the *Old Crescent Academic Working Group Report*.
 - b. Determine where our functional offices will be relocated out of Franklin Hall (current prospect is the Poplars building).
 - c. Determine where the “One-Stop” Services model will be located (current prospect is somewhere in the IMU), what services will be included (current prospects are front line service areas of Registrar and Financial Aid).
 - d. Keep staff informed about the functional office space and the “One-Stop” office move as they develop .

(estimated move date, June 2012)

Additional OEM Goals for 2011-2012

5. Continue to collaborate on University initiatives.
 - a. Retention projects related to research, Business Intelligence (BI), early warning, and the academic roadmap.
 - b. Enterprise-wide systems development and maintenance for SIS, One-Start, Oncourse, COMPASS, OnBase, CRM, and DSS, etc.
 - c. Academic issues concerning admissions standards, general education implementation, course registration, course remonstrance, and other policy issues and considerations.
 - d. Collaborate with the Bloomington Faculty Council and the Educational Policies Committee on various matters.

Coming soon!

1. **Open Office Hours** - I am planning scheduled open office hours for OEM starting this summer. More information to come.
2. **“Active OEM”** - Fun, outreach, and personal development opportunities are being planned for OEM. Look for a new activity this summer!
3. **Sustainability Initiatives** – Innovation opportunities for IU, OEM, and the world in which we live and work.

In closing, I believe that it is our Vision, Values, Goals, and Initiatives that help guide us to a pathway of success.

“Recruiting and serving promising students who persist and graduate from IU!”

A special thanks to...

OEM 2011 Retreat Planning Committee: Nancy Brooks (OEM-Administration), April Cole (Scholarships), Wendy Dion (Student Financial Assistance), Alex Gulck (Systems Design & Development), Vernon Lintermuth (Admissions), Misty Pursley (OEM-Administration), Mercedes Randall, Chair (OEM-Administration), Robert Rathbun (First Year Experience), Nancybelle Remillard (Enrollment Planning & Research), Grant Simpson (Registrar), Laura Wisley (Interactive Communications).

Special Contributors: Gene Harrawood (Systems Design & Development) and Jay Steele (Interactive Communications).

Questions and Thoughts?
