



University of Colorado Colorado Springs (UCCS) Strategic Enrollment Plan (SEP) 2025-2030



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Introduction

The plan was designed to improve outcomes across divisions incrementally that will culminate in significant positive enrollment activity.

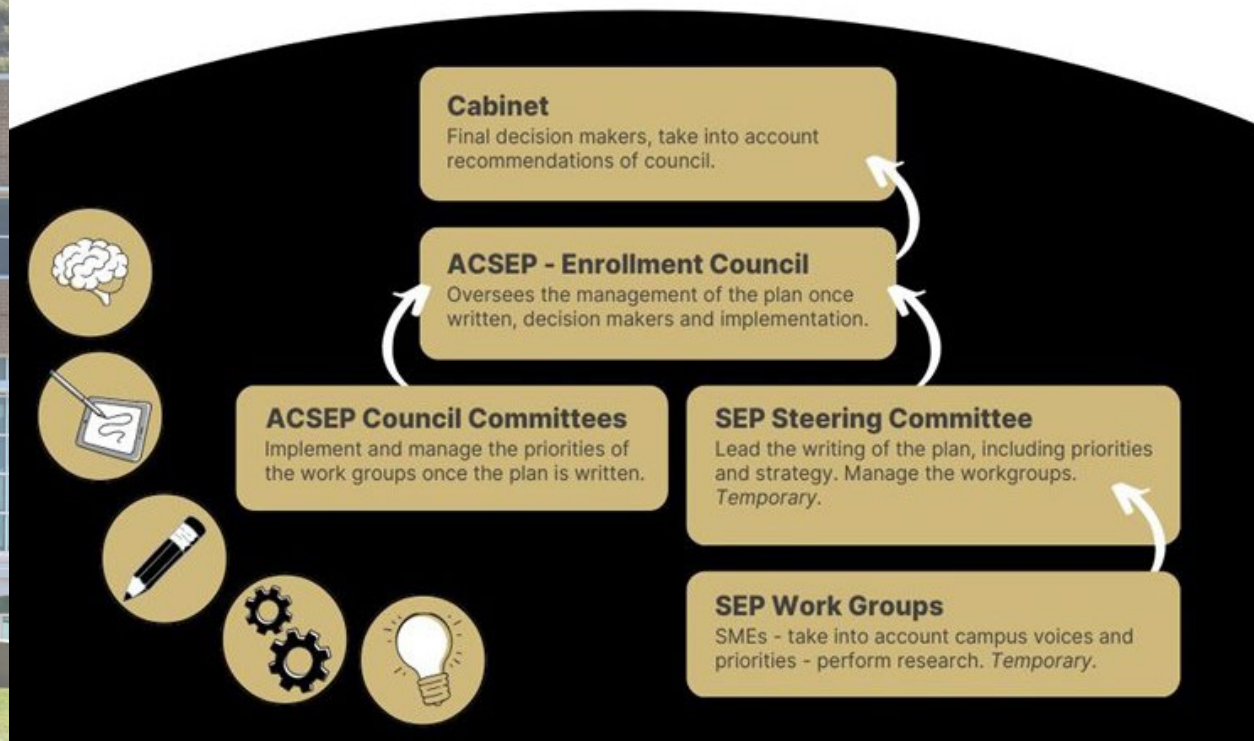
The Strategic Enrollment Plan (SEP) builds on the 2030 Strategic Plan to address challenges in:

- >Enrollment
- >Fiscal Health

Recommendations presented are a starting point, rather than a comprehensive solution, for organizational transformation.

Collaboration is Essential for Success

Strategic Enrollment Plan Organizational Structure



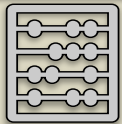
The plan was constructed with your input.
The initiatives connect all divisions.

Opportunities to Participate

- **October 2023:** *Launch*
- **October 2023 to February 2024:** *Weekly Steering*
- **February 2024 to June 2024:** *Website open for comment*
- **April 2024:** *Campus priorities event and Campus information session*
- **June 2024:** *List of priorities to ELT*
- **August 2024:** *Draft to Chancellor Sobanet*
- **October 2024:** *Chancellor Sobanet and the Executive Leadership Team (ELT)*
- **December 2024:** *President Saliman and System Leadership*
- **February 2025:** *Dean's Council, Faculty Assembly, and Staff Council*
- **April 2025:** *Campus Release* 🎉

Environmental Scan

STRENGTHS



Academic Programming



Community
Engagement/Regional
Influence



Demand for Flexibility



Diverse Student Body



Location

CHALLENGES



Increased Competition



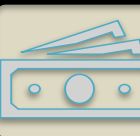
Resource Constraints



Brand Recognition



Changing Demographics



Economics

Five Strategic Imperatives

Cultivate Continuum of Student Care

Improve Student Journeys

Modernize Academic Pathways

Reimagine Recruitment and Admissions

Improve Affordability & Competitive Advantage

Cultivate a Continuum of Student Care

Seven Actions:

Develop a comprehensive student connection strategy.

Become a Health & Wellness Campus.

Leverage technology to celebrate student milestones.

Achieve Hispanic Serving Institution (HSI) Status.

Incorporate best practices across key areas.

Enhance and create welcoming campus spaces.

Assess and adjust policies to support student progression.

In the aftermath of COVID-19, Students have expressed an increasing need for connection and support.



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Improve Student Journeys

Four Actions:

Review student experiences to identify barriers and improve retention.

Develop clear pathways and policies that enhance graduation rates.

Invest in support tools for personalized student engagement.

Collaborate with Advancement to create targeted fundraising campaigns.

- Navigating the academic journey introduces challenges for students
- Complex, undocumented, and poorly communicated business practices exacerbate these issues.

Modernize Student Pathways

Seven Actions:

Expand online, hybrid, and accelerated programs.

Create flexible start dates and scheduling options.

Strengthen and maintain high school partnerships

Establish a high school outreach position to foster concurrent enrollment.

Create incentives for online and non-traditional credential development.

Foster a culture of data-informed decision making.

Implement flexible teaching contracts.

- The competitive landscape is expanding.
- New market forces challenging traditional approaches to program delivery.
- Competitors are offering innovative options, such as three-year bachelor's degree tracks, highly flexible modalities, and financial incentives.
- Student demographics and expectations are changing.

Reimagine Recruitment and Admissions

Six Actions:

Conduct a comprehensive assessment of current recruitment and admissions processes.

Modernize the UCCS Website.

Welcome Center

Implement integrated technological support (AI) throughout the student journey.

Review/revise college admissions policies.

Create opportunities for prospective student engagement.

- To foster a sense of belonging, students must engage with dynamic programs and build meaningful relationships with the institution.
- Concepts of belonging and fit occur at the prospect level (sometimes as early as 8th grade).

Improve Affordability and Competitive Advantage

Seven Actions:

Simplify tuition structures to address pricing inequities.

Address financial barriers to student success.

Expand financial aid offerings.

Enhance financial literacy communication.

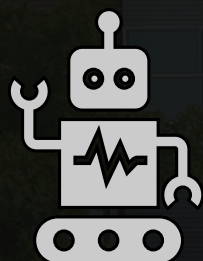
Improve brand awareness both locally and nationally.

Create cohesive university branding

Increase program visibility and knowledge for prospective students.

- Affordability is a national issue, and our tuition tables offer a minimum of 30 different tuition rates.
- Tuition goes up significantly when student have earned 60 or more credit hours.
- UCCS has local recognition, but we struggle to build brand awareness beyond the community.
- Allocating more resources to enhance brand awareness throughout Southern Colorado—particularly in rural communities—we can effectively differentiate ourselves from other institutions.

Technology Recommendations



AI

Recruitment
and
Student
Support



Ad Astra

Smart
Scheduling
Solution



Nearpeer

“Belonging
Before
Arriving”



Edvisorly

Transfer
Student
Processing
and Service



CRM

Improvement

Hispanic Serving Institution Designation



Create a comprehensive plan to create a campus of servingness for all students



Build high-impact student focused practices centering on a culture of care



Develop community development strategies to engage across Colorado to build trusting and community orientated relationships.



Strengthen affordability strategies to ensure UCCS remains attainable for students.



Achieve a Federal Hispanic-Serving Institution (HSI) designation.

Key Performance Indicators (KPIs)

KPIs

- Enrollment and Retention Improvement
- Student Recruitment Performance
- Market Position
- Fiscal Health
- Student Diversity Profile

The committee defined KPIs and baselines; however, defining goals should be a campus-wide effort guided by enrollment planning, emerging priorities, and shared governance.

Contact Us

Questions and/or do you want to get involved?

- email SEP@uccs.edu

Access the full report by:

- scanning the QR code (below)
- visiting <https://strategy.uccs.edu/sep>



SEP Steering Committee

Chris Beiswanger, *Executive Director - Admissions Services*

Dr. Wendi Clouse, *Chief Strategist - Enrollment and Operations*

Brett Fugate, *Executive Director - Student Success*

Stephanie Hanenberg, *Interim Vice Chancellor - Enrollment Management and Student Affairs*

Harper Johnson, *Assistant Vice Chancellor - Information Technology and Chief Information Officer*

Allison Noel, *Assistant Director - Student Financial Services*

Jevita Rogers, *Assistant Vice Chancellor - Enrollment Management*

Jenny Russell, *Director - Institutional Research*

Dr. Susan Taylor, *Vice Provost and Associate Vice Chancellor – Undergraduate Education and Academic Planning*

Chris Valentine, *Assistant Vice Chancellor - Marketing and Communication*

Dr. Regina Winters, *Associate Dean - College of Public Service*

**James P. Loftus, RNL Consultant*

**Find the full campus participant list in the SEP on page 52 and 53.*



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