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### **Admission**

When students come in and are admitted they are given a student ID# and pin that they use on angelo.edu website and to register. After they register, then they are assigned RamPort user name and password. Shouldn't a student be given RamPort information from the beginning?

Need Banner extender in place to make a seamless admissions process between undergrad admissions, graduate admissions, and faculty. Texas Tech has this in place.

Letters of commitment/acceptance – is there a deadline to commit to actually attending ASU? Is there one deadline to have everything done (i.e. admission paperwork, housing, financial aid, etc.)?

Raise the entrance level. Focus on SAT/ACT scores. SAT scores should be >1000 /V&Q. We need to have the “illusion of elitism”. We need to hammer that of all the Tier 3 & 4's, we are a level V doctoral university – no others are.

Late Admission applications – How do we facilitate last minute? The particular roadblock seems between undergraduate and graduate registrations.

Non-degree students – need ease of enrollment.

Who are our new students? From small school districts? From large school districts? Students with special needs? Minority students...how do we address their needs? How do we address their needs to develop relationships to each other and faculty? Do we know what their needs are? How do we know what their needs are?

Working next door to the Registrar's office we have an opportunity to listen to what students are talking about.

Some of the things that always come up:

- We always hear about a course only being offered once a year so it causes a delay in a student's graduation date. They come back for one semester to take that last class that they needed for graduation.
- Classes that don't make and a student gets dropped from that schedule. If that happens the department should call the student in advance and let them know of the situation and offer another solution.

Student pays bill and then makes a schedule change. Is there not a way in our system that we could take that student thru a process that would get them to a screen that would say something like you have made a schedule change and now have a balance of \$\$\$? The student would then immediately know of any additional cost and would not be surprised later.

Have departments like Admissions, Registrar, Bursar, Financial Aid, Housing, and Advising come together each semester and develop a "checklist" that both new and currently enrolled students can access online or is mailed so they can refer about their options and process for registration. This will help each department so that we can also reference this document incase departments have changes to their process and we don't confuse our students and the process is easily reviewed so we can all reference it and help communicate this info to our students.

We need a mandatory freshman orientation and registration session.

We need to provide a robust software (Customer Relationship Management) for admissions to be able to work more closely with potential students.

Ability to log in to RamPort upon application to ASU. Training how to use computer/e-mail/RamPort/Blackboard.

Student orientation should be one-time (not multiple sessions) and offered just prior to start of fall term, so all orientations, advising and campus resource info is fresh in the students minds. Great way for freshmen cohorts to get to know each other. Better use of faculty and staff resources.

Orientation must include use of RamPort and Blackboard.

Open up Blue and Gold to nontraditional students that have had under 30 hours of school credit. Give them a second chance

Transfer center – transfer students get advised, register, tutored, specific questions answered.

SOAR rather than an intensive one weekend (day & ½) of registering, we should try to implement an one time SOAR week with several groups of enrolling students. Allow them to reside on campus; advise them, send them to register; show them Blackboard, show them RamPort, and inform them about on campus programs.

If registration is to remain as part of SOAR, retain enough classes for the students to have a choice not left over slots. Keep equal number of classes for each SOAR session. Also, schedule something for parents during the registration process so they are not in the computer lab during the registration process. It will work faster and smoother without the parents.

SOAR is not helping the students. Most students have no idea what they should take. A block schedule would work better for students. They need to be involved in making the schedule. Not just grabbing classes to get hours. This all goes back to advising.

During SOAR orientation try to have more interaction between new Freshman and upper classmen. Discuss other things with fellow student.

Registration – who goes first? Why don't we let Freshmen/Sophomore go first?

### **Advising**

Take advising away from faculty and give it to people who actually know what they are doing.

Advising – Create an advising policy that every department is required to follow. We speak with students that have been admitted and ask what is next? It would be nice to then let them know how the advising process will be handled instead of just telling them to contact the department of their major because every department handles it differently.

Create an advising center.

Require faculty to attend "Advisor Training" every year. Students tell us time and time again about misinformation that an advisor told them. This would be a great opportunity to inform them of any new changes that have been made.

Better advising for students. I have a student assistant who has been advised by 4 different people within his major department...none of whom was the person assigned. It was just whomever was available!

I would like to see better advising, along with more accessibility to advisors. I have student workers that have to miss work to stand in line for two hours to get advised (they could really use the money they miss out on). They have also said they were advised incorrectly and will have to stay longer than planned. Their advisor did not notice the prerequisite needed and that the course is not offered every semester. My student is afraid to bring up the mistake to the advisor because they need a letter of recommendation from them for grad school. This needs to improve, the times that advising is available and the incorrect information (advising) being given. Advisors need to be held accountable for their errors or they will not improve.

Utilize professional staff in the advising effort.

Do not allow students to drop a class without talking to an advisor. Hire students to advise informally.

Advising center – bigger. Coordinated with majors.

Not just an initial advising, need constant follow up (do they need anything).

Better advising centers! Too many students are advised wrongly and end up not graduating on time.

Advising is not working. There needs to be a different method used. Perhaps each student have an advisor who continues with them through their time at ASU.

Address advising problems. Suggestion - assign student advisor when entering ASU. Keep same advisor unless student has a major change. This would give continuity and student can develop a relationship. Also have someone available for advising at all times during registration.

Professors need to know how to advise better.

I would like better advising. I would like to see freshmen interest group advised by majors.

Follow up advising.

### **ASU Pride**

Create blue t-shirts with ASU logo and slogan: “We love our students” and encourage employees to wear them on Fridays.

Blue and Gold Friday (Faculty and Staff) = campus pride. Friday is a heavy visit day for prospective students and their families. Today is a perfect example that Angelo State is a special place, full of spirit... which is attractive to students (see: UT and A&M).

I went into Academy in San Angelo and there was a collegiate apparel tent at the entrance. It had TT, TAMU, and UT. I am curious why we can't use these venues for ASU apparel. This is a small thing but it does build community spirit about ASU. Seems odd that in our own backyard ASU can't “market” itself the same way other universities are doing. I am not sure if there are some restrictions.

Building school spirit: On the first day of class I walked to a meeting in MCS. I passed ASU students wearing caps and t-shirts with UT, Texas A&M and Texas Tech. I was pleased to see a good number of the students sporting ASU attire. It would be really neat to have a “Trade in your clothing of the competition” day or week!! We could have Gandy Ink (?) print up a large number of ASU t-shirts (we would want to have something spirited printed on them). Then have ASU students, faculty and staff bring a “competition's shirt” and trade it in for an ASU t-shirt. If we did this during Homecoming week, we could burn them in the bonfire “burn the competition”! Or, we could ship them somewhere that was hit by a natural disaster and in need of clothing.

School spirit. It is impressive to visit a school and everyone is dressed in the school colors on Friday. Reconsider T-shirt Fridays and make it so that it is not just any t-shirt but every year we sell the approved t-shirt that is acceptable wear on Friday.

We Got Sprit, how about you? This is something that the Admissions Office can start and we would take a look across campus to see what other departments are doing to improve services for a student and “pass on the torch” to that department. It could be a sign and a trophy that is posted in RamPort and an everyone email is sent to say which department has spirit that month. Then that department would pass it along to the next department.

It would be great to see more ASU t-shirts and promotional products available in area stores.

We need to encourage local vendors to sell ASU goods. Students (and we) cannot afford the prices that the bookstore charges. Plus it is great advertising for ASU to have. It stinks to walk into Academy, HEB, Walmart, etc. and only see UT, Tech and A&M stuff.

Why is there not ASU stuff in Academy, Walmart, HEB, etc.

Propagate the campus with ASU t-shirts. We need cool t-shirts that students would want to wear. Student groups come up with great t-shirt ideas. Not sure how to get it started, but sell them cheap. These t-shirts travel a long way on the backs of our students all over the country.

Provide enrollment number in RamPort. Celebrate the 12<sup>th</sup> class day. Celebrate more!!!

Conduct a leadership course for staff to learn more about ASU, similar to San Angelo Leadership.  
ASU apparel offered at local stores. Not just bookstore.  
Do not have separate tailgating events. Partner with alumni to make RamJam a “must” event for community.  
Instill school spirit and a deep connection to the university early – with faculty, staff, students. Blue and Gold all over community and campus.  
Paint the campus Blue and Gold. Trade other school paraphernalia for a free ASU-branded equivalent – all clothing!  
Other school gear will be used as fuel for the bonfire!  
Positive attitudes towards social greek organizations.  
Cosmetic renovations of academic buildings, residence halls and the university center would be ideal; but how about renovations of attitudes and school spirit? ASU is an institution to be proud of. Change is inevitable, we need to have positive outlooks for students.  
School spirit!!!  
Dress code should be t-shirts and jeans on Friday for SPIRIT! All year round.  
Local stores need to sell ASU clothing. We, as a community, need to insist to the manager of these stores that they carry ASU clothing in addition to the Texas Tech and Wall H.S. shirts.  
Encourage faculty/staff to display blue/gold ASU “stuff” as opposed to promoting other schools with their apparel and office decorations.  
At angelo.edu website we spotlight a student and a faculty member. Add an alumni and an administrator/staff category. Showcase the good folks associated with all aspects of ASU.  
School spirit – among students, staff and faculty – lacking. How to create more! Traditions, we don’t have any.  
Implement a regular faculty/staff/student get together so people get to know each other outside the “work” “class” environments.  
ASU logowear should be available in San Angelo.  
Invite local schools to athletic games – free admission. Get them involved/school spirit early. Make them Ram Fans. We don’t sell out the games ever. Rotate who get free admission by school. Have a reception.  
Better job with branding. Giving away logo items at local schools and events. Send out mascot.  
Learn songs (fight song and school song). Spirit days.  
More ASU pride across campus.  
We need to bring back the pride to ASU.  
Get past the “community college” mentality.  
Recognize ASU spirit with each department every month. Pass along spirit stick.  
Administration assuming we have an inferiority complex is insulting and needs to stop.

### **Books**

The bookstore must be required to order a sufficient number of books for classes. Students are given a bad first impression by problems getting their books.  
The bookstore needs to be “reworked” or when a student is sent their acceptance letter, their policy of ordering less than ½ the books necessary needs to be explained so students can explore other options. So many students were so frustrated for 3 weeks!

### **Budget**

It’s hard for faculty/staff to be excited about new initiatives when we haven’t gotten a raise in two years.  
Can we rebuild fund balance?  
Can we reduce tuition/fees to get more students and in turn get more state funding.  
Why is ASU all of a sudden short of money?

### **Childcare**

Would ASU consider establishing a childcare center? Many nontraditional students have young children, and they would be able to attend more classes (and register for more) if they could drop off children conveniently.  
Consider daycare type program for students who have children.  
Daycare and night classes for nontraditional students. Outsource the daycare.  
Daycare for students, faculty, and staff. Tied to Ed program.

### **Classes**

Reorganize colleges and/or departments around student needs rather than traditional structural choices.  
Add engineering program. Enhance math, science, computer science and business programs.

Enhance speaker/lectureship programs to invite faculty/authors from other institutions.

Increase core curriculum courses available on-line.

More night and weekend classes. Need more cohort graduate programs. Executive MBA – remote site delivery.  
“Push” technology for communication.

More after 5 p.m. classes – nontraditional.

Consider nontraditional classroom environment such as gotomeeting.

We speak to students especially nontraditional students on a weekly basis that would like to see more courses offered in the evening, online and on Saturday. In the larger cities classrooms are filled with nontraditional students that cannot attend during traditional class periods and would like an alternative.

Offer more night classes, online classes and weekend classes so nontraditional students as well as working students have more flexibility. This will keep retention rates low and allow students to finish their degree without putting work/family over education.

Work more closely with Region XV Education Service Center. Several high schools want dual credit but it has not been followed up. Need to work harder on this for recruitment & retention.

Offer orientation for the Spring Semester.

I see we are expanding the dual credit program. I hope this involves offering these courses to area high schools without requiring them to drive in to San Angelo.

Liven up course names – Boston College example.

Increase dual credit courses with high school.

We need many new interdisciplinary degree programs, by many I mean a hundred.

Start an online course initiative. Today we offer online classes, however we need all departments to have a central organization which create a way for many courses to be offered online. We can create many cost efficiencies by managing through one department working closely with IT. I have many more ideas on this topic. We are losing to Howard and Texas A&M Commerce, etc.

Physics should be program of distinction.

The USTD courses should include more of a transition to college approach – that includes students be required to attend various events (Athletic, UCPC, diversity, community service hours, etc.) – Career Development assessments; leadership skills such as time management, etc. How is it changing?

More online classes. More 4+1 programs – let students know there are accelerator programs.

More online classes.

We must increase the offerings for nontraditional students like more online classes, evening classes and possibly weekend or Saturday classes.

Reach out to nontraditional students. More night classes, Saturday classes and on-line classes. We received so many calls regarding them.

We can pick up some quick elective credit hours if we will hire the Bible Chair Directors as adjuncts who are now teaching Comparative Religion or Old Testament, New Testament, etc. for Hardin Simmons and Abilene Christian University and transferring these credits in to ASU. My undergrad transcript has 12 elective hours from these courses – which we used to teach here.

On line course management training through the CTR is very helpful to us. Can we think about a push for particularly summer school on line courses for our students who go home in the summer?

Could we consider a change to USTD 1201? I have worked at a school with the freshman orientation class – 3 hrs class – required of all degree plans. This course was taught by ¼ of the faculty each year (those who teach in all disciplines). The courses were special topics classes that were in each faculty members area proposed in “cutting edge” or popular/contemporary issues in their discipline. Like – “the chemistry of winemaking” or “the independent film maker.” All entering freshmen signed up for one of their top 3 interests. That faculty member became their campus mentor for their stay at school.

Look at 4 day weeks in summer as a way to increase enrollments.

How can ASU provide more evening classes for all undergraduate nontraditional students?

Ask Betty Thorpe for Green programs as she is getting an associate degree in a “Green” program and is looking for a 4 year program and there are very few and they are out of state.

We need more on-line courses. There are cost effective and we can reach a larger market.

We need classes printed on paper resources again. Our students are finding it very hard to select courses and to plan their future study plans. They hate the system as it is now. It is very difficult to find their courses. Our current system simply isn’t user friendly.

International studies should be blended in each college to benefit, retain, and recruit. More cross departmental offerings. More application to core course offerings.

When one of my kids was attending A&M Corpus, they required all of the new students to take a one hour class each week where the instructor had all of the grades of the students. During class the students would learn about time management, money management, how to study, tutoring sessions available, and discuss upcoming events. The teacher would contact students privately to discuss attendance, grades and if there are any problems they are having since they have come here. I know from my daughter's perspective, she liked this class and it helped her to get engaged in some of the tutoring sessions. I know it would be very difficult to find the right faculty to do this in some areas, but I think it would be a great course for new students.

Offer (on line coursework – dual credit) for high school students – state/nation wide. History/government/computer science. English/Math. Psychology/Comm

Offering activity trips (eg. Go skiing for one week with lead up monthly meetings to count as a PA credit.)

Offering doctoral program hosted here but maybe in conjunction with Tech.

Evening and weekend classes.

Encouraging summer school. Scholarship and courses.

GAFB feedback that ASU doesn't facilitate study for military.

Funding for center for international studies for marketing for ASU and English LL/overseas – advertising and brochures.

Distance ed, distance ed, distance ed and online/blended courses.

More start up funding for English language learners institute to boost the English of prospective international students – to be used for marketing initiatives.

Doctoral programs. Distance programs with Texas Tech. Have professors come to campus and teach their class.

Mini-mesters between fall-spring semesters and spring-summer terms.

Professors could teach courses of interest (ex. Math professor teach art).

Designations re: classifications need to be consistent. (Ex. FT grad student Asst=6 hrs., FT grad student for FA=9hrs.)

Consider establishing learning communities through FYE or something similar.

More night and weekend classes in both graduate and undergraduate.

Study skills class that runs concurrently with core curriculum so students can apply their skills to course work rather than learn study skills in a vacuum. This kind of class should run 16 weeks. Study skills class should be graded course.

More on-line and evening classes.

4 day summer classes so they can go home – some weekends.

Require major, summer abroad. Develop classes for writing for non writers, math for people who are math phobic, students who are communication apprehensive. Students 35% more likely to drop if they have communication apprehension. Strength, quality and number of peer relationships is most important.

What are the academic programs – Blue and Gold, 3-2 Program, etc.

Resume writing workshop. Computer workshops for students.

Have actual blocks on courses based on TSI scores (e.g. cannot take gen chem if also in math 130A + B)

Classes/places for software training

More new degree programs, such as Geology, Environmental Science.

Current class size in basic core courses, especially math, is way too large. 50+ per class will not result in the care and identification the university students need. One of my recruiting points is small classes, but we do not deliver, resulting in immediate dissatisfaction.

To create a mandatory class for all freshman dealing with the known emotions that they must deal with when leaving home.

More night classes, weekend classes and online available for nontraditional and working full-time students.

Have more openings in classes. Students pay to come to SOAR and most of them aren't able to get classes they need because they are full. Parents and kids get a bad impression of ASU.

Dual Credit – offer classes to students on their home high school campus in our surrounding area. Offer it at an affordable price. Some colleges charge \$25.00 per course.

Offer more classes over the weekend for students (and nontraditional students) and even evening classes not only for Senior or graduate levels, but for entering freshmen etc.

More students are having to work and the university is not working with the nontraditional students with late or evening classes or a wider variety of on-line classes. Howard is a better fit for these students. Why don't we compete with them?

Blackboard and RamPort class.

Change class title names.  
Have evening classes for full time workers to achieve a bachelors or masters program.  
Environmental safety programs.  
Sustainability and environmental science – new programs.

### **Communication**

Develop a better form of communication that students actually pay attention to.  
With our electronic communication process to send all correspondence by e-mail, we need a mechanism to send CID and pin in a secure manner through e-mail and not postal mail as currently prescribed.  
Clear the confusion about financial aid, scholarships, grants, loans, etc.  
Get the Chronicle, Inside Higher Ed, Hispanic Outlook to write a story about ASU.  
Market ASU – from academic oriented publications to nontraditional publications such as Wall Street Journal, Fortune.  
Buy ad space in popular websites – AOL, MSN, Earthlink, USA Today, CNN, etc.  
Put up ASU billboards around San Angelo and other cities.  
Publicize our successful alumni...to our current and prospective students. Show them who they can be. Rotate 10-12 stand-up banners in UC & major traffic areas that each tell a successful alumni's "story".  
Increase student services offered through RamPort so that we can link them into the information offered there.  
Rambassadors – Provide funding for an elite group of students that are true ASU representatives and assist with campus tours, Discover, SOAR, and other ASU events.  
Communication needs to improve campus wide. I don't feel we should have to search our website to get any news in order to get it before we see it on KLST or the Standard Times. It would be nice to hear the good news (enrollment up, HSI being met) sent to us as a celebration or a pat on the back for all the hard work we do.  
Push communication system.  
RamPage needs to be year round. Summer could be online only.  
Leverage exposure of hosting 4A Regional Basketball Tournament. Pack the games with ASU students, ASU band, Cheerleaders, Roscoe.  
Create subscribeable e-mail lists for equipment adoption, excused students, etc. The everyone e-mail should be for high level announcements only.  
Myangelo.edu for prospective and current students. Integrate financial aid, admissions, registrar, and other student services in a single web portal! See myunt.edu for a model.  
RamPort access for applicants – hook students early and make them feel connected. Channels targeted specifically for them.  
Why not all offices/departments maintain a blog?  
Communication.  
Face to face communications between students and faculty and staff whenever possible.  
We need to advertise in the military papers since we are a "military friendly" school. We need the admissions and transfer people to be aware of the credits for military schools and programs.  
Angelo State needs to inventory our programs and inform all of our employees of our outstanding programs – i.e. our top notch Physics, ROTC, Nursing, etc. programs. These programs need to be highlighted on our website so people know we have #1 programs or recognized superior programs.  
Change angelo.edu website. It is designed for outsiders, not ASU faculty, staff and students. RamPort is for these folks. Angelo.edu problems for outsiders: Faculty and Staff tab goes to all kinds of forms. It should be listing (with titles, photos, bio's, etc.) for quick reference. Just one example. Look at the website from a non-ASU person and clean it up. Move ASU specific material for internal users to RamPort.  
Create/establish a PTA type forum to maintain communication between faculty/administration and parents. Develop a parent-connect online site for ASU parent updates, communication, online payments, etc.  
Post periodic updates on key enrollment and retention metrics through website, announcements, e-mail and distribute to all employees. Build a special communication campaign around these announcements.  
Video webcast of professors offered here and/or visiting professor for enough interested students.  
Communication on campus – students, faculty and staff. We don't know what is going on.  
Like the "ever-so-often" open forums - start to get numb to the everyone e-mails.  
Establish a parent relations office to educate helicopter parents on their role in their children's education and in fostering their dependency and irresponsibility. Also keep parents out of SOAR advising/registration sessions.

Information between offices needs to be consistent.

Develop specific names for things that are often confused. (ex. PIN - rams pin, atm pin, door access pin) Students often get these confused and are sent to the wrong offices.

SOAR not a pleasant name.

Itunes U. Why are we not on this. We can post lectures online – if students miss class for whatever reason they can still hear the lecture. Great study technique to listen to all lectures before a test. Great marketing technique to get ASU's name out to the public.

More features on students. GA, TA web sites, highlighting research, pubs, other work.

Tutoring advertising, announcements.

Student recruitment and marketing designed by students.

Be able to inform students regarding events, not just athletics, but also special circumstances. ADD/ ADHD tutoring but without the fear of being made fun of etc.

Public bulletin boards. Buy/Sell services, etc.

Better communication across campus.

Get out the word on the Blue and Gold program. I didn't even know it existed until today.

Highlight student group community activity on the KLST ASU days (rotate as appropriate)

Pizza with the Provost – open forum with students to provide ideas.

Present a session such as this for students – get their input.

Central management of digital signage and greeter signs at entrances of all buildings.

Brochures/slogans – list of how, when, where

Advertising at movie theaters, grocery stores, restaurants.

Visit high schools.

Current marketing materials are crap.

Need a big bus for students (athletics, organizations) to use on school trips. Great “free” advertising.

Designate a few people as “official” TV spokespeople that are telegenic.

Use texting! Ask students about e-mail....it's already old school.

More meetings like this.

More meeting like this for feedback.

Great meeting, we need to do this more often.

Conduct more of these sessions, at least one per semester.

### **Community Pride/Involvement**

Increase community support and visibility – partnerships, approach businesses about giving discounts for students, flags on our main streets (Ave. N, University, etc.).

Ask local merchants to sell ASU merchandise.

Ask city, chamber, economic development to help create/develop a more people-friendly San Angelo.

Community involvement: Why can't community businesses or organizations post on campus? If we want the community to be supportive of ASU why not support the community?

We need community support – businesses need to support ASU by displaying ASU flags, selling ASU shirts, etc.

More emphasis on staff and faculty promoting our institution in the community. When we hear a parent say their child is attending, thank them and let them know we're glad they selected ASU.

Can you get the community involved in ASU recruitment and retention? In ASU marketing?

Encourage more businesses and restaurants to move closer to ASU.

Encourage more restaurants in San Angelo.

Work with city (chamber-economic development) for employment opportunities.

Community back to ASU. Get more involved with us. Help make this a college town.

Children's fair – balloons, t-shirts, key rings, etc., mascot, pencils, pens, more for young people.

Free community activities. Board games, camping, intramural/silly ones (Iron Chef ASU).

Community volunteers – clubs. Social aspect – buses/shuttle van to mall, movies, HEB, residence halls, downtown.

Work with public transportation.

Participate in more community events, get to know more families.

Recruit organizations (i.e. weight watchers) to meet on campus.

Internships – local businesses get involved.

Transportation provided in town and routes to Austin, San Antonio, Abilene, Midland. Trips to skiing, shopping, etc.

I would like to hear about a “San Angelo Initiative.”

Have student internships through non-profit organizations (Family Shelter) etc. in San Angelo community.  
Encourage groups (faculty, students, organizations) to volunteer in the community. Recognize them on website.  
Bring in high school students to meet with department/college – career days.

### Curricula

Create more integrative curricula that encourages collaboration between both students and faculty/depts.

Continually benchmark curricula against competition and corporate needs to make them more interesting and vibrant.

Create a green curriculum task force to investigate green curriculum initiative such as a green college, green minor, green pedagogies, interdisciplinary minor or major.

Establish a department of engineering that will eventually morph into a division/college of engineering.

ASU must have a gender studies program. This would, of course, attract and help retain those students who understand the value of this area in their future careers. But it also would help retain female students who might feel more comfortable on a campus with such a program. A gender studies program is interdisciplinary and so would tap into the skills we already have without any additional expense. Dr. Kornasky is English has already submitted the necessary paperwork to develop such a program so initiating one would be fairly easy.

We need to focus less on teaching subjects in classrooms and more on whole-student education/learning.

Restructure UREC to be included in CFRSA department. M.S.Ed in CFRSA (Coaching, fitness, recreation, sports administration) → UREC

Masters of Education in CFRSA department (Coaching, Fitness, Recreation, Sports Administration).

### Customer Service

Do away with extra problematic procedures in student services.

Remember that we are here because of the students and for the students. Streamline our customer service to help the students better – so they understand what’s going on.

Improve customer service at highly, visible offices (Student Life, Communication/Marketing).

Enforce dress code at highly visible offices (Financial Aid).

Bring bus loads of kids (elementary through high school) and give them tours. Encourage staff to greet and meet the kids.

Help new students and parents who attend SOAR or other visits with more individual help. For example, some would appreciate a student and/or faculty member to accompany the students and parents to the various offices/programs on campus to save time and lessen frustrations. They are provided a map, but the personal touch is missing.

Train staff and administrators on customer service (not all are customer oriented on this campus.) Your customers are students and faculty!

Customer service training. Bring in a key note, dynamic retention speaker that can help everyone.

Everyone (not just secretaries, clerks, etc.) must improve customer service skills. We have got to set policy on cell phone use, texting, etc. during business hours. I have observed staff members talking on the business phone while texting! It’s out of control. Also when a student goes to a departmental office and asks to borrow a stapler, paper clip, etc. we need to do this gladly and use the opportunity to ask them how it’s going, etc. When a student comes to a departmental office, we should offer them a bottle of water, a piece of candy, etc. Finally, we need to take every opportunity to be pleasant to students. Just saying “good morning” to a student sitting in the hallway can go a long way.

Better cross training between administrative, student offices – registrar, financial aid, student accounts. True one stop unless the student needs very detailed info. Offer a Spanish class for those in these areas as more 1<sup>st</sup> time Hispanic students have non-English speaking parents so the staff can better serve these students.

Colleges provide contact information to the main information desk (registrar, UC, admissions, student involvement, financial aid, academic advising) on where to transfer phone calls for advising, degree questions, etc. so students will not be transferred several times before getting assistance. Information has been provided, but is not being used.

Academic areas need to fully understand the advising and other processes of admissions; registrar; academic advising. Wrong info is being given and visa versa. College of Business volunteers to gather all colleges contact information for the areas who transfer calls/persons to the academic areas.

Faculty and Staff have a major impact on making transfer students feel welcome. I have heard from several students that certain members of the faculty have scoffed at their junior college work. I understand that these faculty

members may feel that junior college coursework is at a different level than university level coursework, but they do not need to convey that message to the student.

Put information booth/desk in administration building and other vital places on campus – especially at beginning of semester.

A way to better understand other offices on campus could be to develop a job-shadow program where everyone cross-trains.

All office personnel were asked to take a Fred Pryor course on customer service. In that we learned that the customer (our students) will tell 21 people about the bad experience they have, but will only tell 3 to 4 people about the good experience. We (all of ASU) need to remember that our STUDENTS are the customers. The large perception on campus is that faculty are or feel that they are the customer. Maybe all employees of ASU should take the customer service course to learn how to keep our customers happy.

We as faculty and staff have to understand we are offering a service that has to be sold to our students. How about a “service campaign” for the next year that brings customer service to the forefront of each of our minds. It has to be witty, funny, thought provoking, but sincere. Not boring or time consuming. Here are some thoughts: Monthly 30 minute webinar’s that each department could sign up for to watch together. Would need to follow up with a departmental talking session. How can we do this better? Put the plan into action. As a follow up reminder, posters, gadgets, etc. given to the department as a reminder – we are customer service, without the customer, we have no service.

I would like to see on the back of our ID cards or maybe another wallet card our mission/vision but also the statement “I am the moment of truth” and then an elevator speech. This may help all faculty/staff to feel empowered to be the person that keeps a student at ASU.

Treat every student like they were your child, your friend or relative. It is so easy to smile and help someone. There is so much satisfaction in being positive and courteous!

Have offices throughout the university post signs indicating that if the student has a question to open the door and ask whatever question they have. (Kind of like the concept used by the “lost child” idea where a business has a blue ADAM sign to indicate it’s a safe place). Use this at least until all student offices are housed under one roof.

Not sure who coined this term but as employees, our attitude should be “It is better to be insincerely positive than sincerely negative!” when dealing with our students.

Personal commitment by staff/faculty whenever possible. When students ask for directions to certain offices do not just give directions but walk students to registrar, financial aid, students accounts, one-card office, etc. – getting to know the student on an individual basis. Introduce the student whenever possible – “One on One”.

Employees need to wear their name badge and make a point to greet students that they pass along the way. Show friendliness.

Phones answered by a live person in all offices on campus. We all work for the students and they should be our 1<sup>st</sup> priority. Everyone can become more aware and more concerned. (i.e. Can I help you?). Treat everyone with respect and treat them like individuals. Uncomplicate the mandatory processes for students.

Offices need to be open 8-5. Many times students are trying to get things done at lunch but they can’t because the offices are closed.

Can financial aid and student accounts be more integrated?

All department secretaries must be able to place the student where they need to be.

Every day a freshman should be acknowledged by someone on campus. 1<sup>st</sup> year experience must include everyone on campus.

Students are frequently lost on campus and inside buildings. More campus maps. Floor plans in all buildings.

Add Spanish speaking staff to front student support offices.

“One Stop Center” – Registrar, Admissions, Grad. College, Financial Aid, Advisors, Center for Academic Excellence.

Weekend ambassadors; or at least information center for visitors.

Preach “customer” service; move away from us/them orientation.

More and different interaction between faculty, staff and students. Mix it up a little.

Students need to be treated better in certain offices – not treated like they are an inconvenience.

Cross training employees/student workers with information from other offices. Because people get transferred multiple times because whoever answered the phone does not know who to transfer them to.

Stronger service skills, especially among front line staff. It’s why we are here.

Recruit Spanish speaking student workers, staff for each department.

Change focus of police from traffic law enforcement to helping students.  
Get to know students names.  
Staff culture change to become “problem solvers” not “problem creators” for students.  
Staff not friendly, too bureaucratic. Make problems instead of solving problems. Need cultural change, staff to be problem solving.  
Some cross training in other departments. When we transfer phone calls, we should check to see if we are sending them to right department before we transfer.  
Say “hello” to everyone you meet on campus.  
Consider in the one stop the service providers provide the full service and bring in functional people. The service coordinator would be able to handle most of the basic task, meet with guest in reception area, escort to service area, acquire functional support as needed. They would own the contact from start to finish. One stops should be different, not 6 offices in one room, one student service supporting 6 offices. Office direction need to think different.  
Student Ambassadors - departmental level continuous student contact from inquiry to matriculation.  
Heard comments from parents this year about the excessive mailings they received after their child was accepted. It was perceived as wasteful. Work together so that snail mail correspondence is effective as well as efficient.

### **Disability**

Need better disability services. Students with disabilities: hearing impaired, visually impaired, ADD, dyslexia. Once again – Care and Concern, follow up.

### **Drop Policy**

Drop policy is inconsistent. It has been changed 3 times since I started 4 years ago.  
Re-do drop policy! Students who are enrolled should not be dropped completely for non-payment! Most students don’t know how the billing system works!  
During the Christmas break, I wonder how many returning and first time generational students are dropped during this time because they failed (more so-forgot, or were enjoying their break) to make payment for the Spring Semester. Maybe revamp the “drop policy” for our student’s sake.  
Dropping students – nonpayment. After financial aid is disbursed, don’t allow any schedule changes until first day of class except new students. This stops students from being dropped because of one class added or losing scholarship because one class dropped. Would help moral and alleviate angry feelings.  
Review the drop class procedure. Solution: base refund on getting advisor signature, department head to sign off.  
Get rid of drop date. This is a local decision.  
Dropping a class.

### **Early Alert**

Require professors to become more involved with the students success. If they are absent frequently, receiving poor grades, refer them immediately to Early Alert Program – don’t wait until they are completely failing.  
We need professors who care about the students and are willing to give some time to work with the student. The early alert system needs to be used. Most of the time they cannot even find their professors.  
Ask students to help with the early alert program. If their friend, classmate, etc. is struggling or thinking about leaving – talk to someone to help save them.  
Early alert program not being used as well as it could be. We need to connect with the freshman and befriend them so that they have someone to talk to and check on them.  
Make the EAP (early alert program) mandatory for all professors to report students missing/failing classes.  
Notify early alert program earlier of students not attending class/classes on a regular basis (or a weekly basis).  
Retention begins when the professors interact with the students better. The early alert program is not utilized correctly. As a parent of an ASU student that ended up dropping out due to the lack of support from professors and was never referred to the early alert program I believe the lack of the retention can really be narrowed down to the interaction students receive from the professors.  
Professors need to check attendance every class period. Students that aren’t attending need to be checked on to see “why”.

### **Facilities**

Create student lounges/study areas in every building so they can hang around where faculty are present.

Remodel/tear down Cavness building. Depressing building = depressed faculty and students.  
Fund the enhancement of Gen. Chem. laboratories with modern equipment including instrumentation and computers.  
Fund enhancement of equipment for sciences. When you are the only college of your size without an NMR, students do take notice.  
The academic building has every student on campus pass through its doors but it is the worst building on campus.  
Married housing.  
Hardeman Renovation – Please offer a couple of rooms that our admissions counselors can visit with students away from a cubical. Something that is warm and inviting and does not make a “family” cram into a cubical.  
New Hardeman one stop. “Welcome Center” or other comfortable “cool” holding area or waiting room for families/schools here for tours.  
Often, first impressions make the difference in retention. Almost all students take their first few classes in the academic bldg. Their first experience is often Freshman Comp. (2 courses) and/or Soph. Lit. All three of these are taught in the basement of one of the campuses oldest buildings. These classrooms have no windows and are otherwise depressing. One of San Angelo’s attractions is the beautiful sunshine. They don’t need more “smartboards” or technology. They need to be upgraded in physical terms to be more physically welcoming.  
Think about spending less money on something like an amphitheater and more on classroom improvement. The cleanliness of the academic building should be examined. Try visiting the bathroom in these buildings during the day, it definitely needs improvement. There is no excuse for our bathrooms smelling of urine.  
Academic Building needs updating. Money is being spent on non-academic – spread it around. At least put some color on the walls – in the halls and/or classrooms.  
ASU’s curb appeal needs to be improved on Ave N, where run-down and cheap apartments detract from the overall beauty hiding behind them.  
Get rid of the negative “keep off the grass” signs. Either plant “high traffic turf” or put in a sidewalk. The grass should be an inviting place to enjoy, not avoid.  
Lots of students are complaining about the new parking.  
A true student center.  
Continued rehab of existing facilities.  
Married student housing. They are the ones who stay and finish in four years.  
Greenspace and fountains.  
Continue to support the appearance of the campus. Grounds and building. Outdoor pool in plaza verde area.  
Convenience store on campus or more in dorms.  
Update classrooms.  
Place where students can go hang out instead of the UC hallway. A social place (either larger or more of them).  
Social gathering places in all dorms, plus some places for non-campus residents.  
Need signage in buildings giving directions to various departments, classrooms!  
Find resources to repair facilities for Drama program.  
Campus residence for married students with kids, and nontraditional students in the 55+ group.  
Good programs begat good retention. Need more laboratory equipment.  
Chemistry – latest initiative funds 25% of needed equipment.

### **Faculty**

The good of the institution would be best served by encouraging faculty, with poor attitudes and teaching evaluations to move on.  
Increase faculty as you increase student enrollment to maintain a favorable teacher to student ratio.  
Improved grant writing support for faculty to access resources to use for program group, student involvement, and student tuition.  
Department Heads need training in recruiting and retention.  
Some faculty intentionally misinforms students that certain courses will not transfer back to ASU. If one department is telling a student one thing, but another department tells them something different...how does this make us look to the student? Specific example: Anatomy & Physiology and Spanish from Midland College.  
Faculty get involved and attend more student extra curriculans.  
Involve HR in hiring faculty. Allow them to participate from the beginning.  
Faculty should not start their class by saying, “70% of you will not pass this class.” (Anatomy) Faculty need to be supportive.

If silos in student support are a problem, silos are also a problem in academics. Interdisciplinary studies also are a faculty attitudinal boost. And the attitudes of ASU faculty are a significant issue, no doubt.

Faculty need to conform to different learning habits of students. Lecture is not the only way to teach a class. For example how often do you get a song stuck in your head? Great memory technique to incorporate a ditty on things you want them to remember. Use cognitive learning techniques. Make learning fun.

Better relationships between instructors and their students.

Interaction with faculty and the perceived levels of faculty care and concern for students. Central to a successful retention effort. We really need faculty to find a way to demonstrate care and concern. Approachable.

Bothering to find out why struggling. I've heard from faculty. "I am not a babysitter." Understandable, but students decision about staying or leaving are going to a large degree based on their perception of their professors care for them.

Ownership – handholding. Nontraditional – through admissions, through registrar to those who need it.

Faculty being courteous and helpful to students.

Have more faculty! How are we going to accommodate 10,000 students if we can't even accommodate the ones we have.

I have had students come in to drop classes because they cannot understand what the professor is saying. His accent is so strong that they have a difficult time in understanding what he is saying.

What we hear from students in our office is...Professors on the 1<sup>st</sup> day tell the student he/she will fail his/her class.

Now, I for one would not like to be set up on the first day that I would fail that class.

The professors are so set in their ways they are not open to any changes. They need to be more supportive and professors will tell students the first day of class they are going to fail. No freshman needs to hear that.

Initiate a "Meet-a-Prof" event where early in the fall semester professors go to dorms to dine and talk in an informal setting. It will break down barriers and make faculty members approachable.

Faculty - more positive insight on ASU.

### **Financial Aid**

Offer credit/financial counseling to students to help them learn about finances – financial aid, credit cards, record keeping on daily basis, credit score, etc.

Students do not understand the true financial aid process and how it truly affects them.

Educate and be more informative to currently enrolled through RamPort/RamVision/Marques for tuition and fee payment due dates/deadlines/FASFA applications etc.

Help and assist ASU students who failed to pay their tuition and fee by offering payment plans to pay off their department and get back in school.

Is it possible to streamline the financial aid/student accounts process? Too many students fall through cracks between the 2 departments causing problems across the campus.

Issue is: financial aid satisfactory academic progress (SAP) Policy 2<sup>nd</sup> appeals. When a student is denied 2<sup>nd</sup> appeals they have to pay out of pocket for Fall and Spring before they can go back through 1<sup>st</sup> appeals unless they can reinstate themselves in the Fall. There is an alternative loan they can get but most students don't pursue them and drop out. Once a student drops out the % of coming back is low. I don't have any ideas of how to help a student besides the alternative loan and counseling but we do lose students due to this.

Students tell me that they can't buy books and supplies because their financial aid has not come through.

Assign specific contact person in financial aid so students get to know and feel comfortable with the person. This person could explain the process and clear up any questions and problems.

More education on work study program and other aid.

Appeal to lower and middle income high initiative students. Those that think they won't be able to afford. They are eligible for Pell but can't afford tuition costs. More scholarships aimed at them.

More graduate student workers, money and advertising.

More student employment on campus. Better advertising for student jobs and scholarships.

Educate students on how they may lose financial aid or owe money because of dropping classes or failing.

Students often leave college due to personal finance issues. 2 suggestions: 1. Have a personal finance component in the FYE. 2. Have a program or office/resource for students who have financial problems. (Look at Tech's "Red to Black" program.

### **Food**

Provide multiple points across campus to purchase fresh and healthy food/drinks where students and faculty can mingle.

Can we improve food service?

Better food in cafeteria. Less salt. Stop overcooking vegetables. Veggie options/variety.

Fat free dressing for salad bar.

### **HSI**

Regarding Hispanics – keep in mind it is a multicultural group of people – may influence the types of activities/events related to HSI status.

Work with other schools in our region who are also HSI. (Program ideas, cooperative joint programs).

What is the percentage of Hispanic Americans in graduate programs? What is the % of blacks in graduate programs?

We need to increase the %'s I am sure.

Why HSI? Shouldn't we be serving all students?

Support HSI initiatives.

### **Housing**

The private room setting in the residence halls is affecting the community and feelings of connectedness at the university. How can we get the students to get out of their bedrooms and meet people at the university so ASU can become their home, not a temporary living situation?

Don't have students "live in dorms until they have 60 hours or more!" Most universities only make Freshmen live in dorms Freshman year only. We don't have enough housing for 10,000 students anyway.

Foster families for commuting students who can't afford to live on campus. Maybe ask alums to sign up. Let them stay with the foster family couple of nights a week.

Have an option as a freshman to stay on or off campus. Sell to the parents.

### **Marketing**

How about a marketing campaign aimed at high school students in San Angelo and surrounding areas? "If you want to go far...stay home." Then feature "popular" students who come to ASU (e.g. the state gymnastics champion, football player, etc.) We need to make it cool to come to ASU!

Market ASU as: "ASU: My University". Create and promote ownership.

More marketing in the downtown area. I wish we could increase community activity alongside ASU.

I need non-state money for marketing materials to market my programs to prospective students and parents.

We need to market the school better in the Tom Green area.

ASU is not marketed enough in town. I have a son who is a senior in High School and he has been getting more information from other colleges than ASU. Why? There should be signs about ASU. More support from the town. Pride!

Community does not display any ASU logos, flags, sell shirts, etc. Stores in town does not carry any ASU items to purchase.

Need to go back to student organizations or just volunteers for tour guides instead of a selected few during Discover ASU.

For chemistry – ACS accreditation

### **Mentor**

Perhaps offer a peer mentor program to all freshmen to help bridge the gap through the 1<sup>st</sup> year of school. (Similar to first generation RAMS program)

With regards to mentoring, consider engaging alumni staff to help.

Deal with issue of two years and transfer and/or declining regional enrollment by selecting a group of excellent junior and senior students and set up a "buddy" or mentor system with freshmen and/or with top 10% in regional schools. Have high school students "shadow" a positive, involved upper division student.

Students want/need a sense of belonging, mentor.

Mentoring program – students should be assigned a specific counselor when they get accepted to the university they go to for help.

How about coming up with a mentor program where upperclassmen invite freshmen and transfer students to attend campus events? If they do this a couple of times, it may help the new students get connected and meet some new people as well as learn what all ASU has to offer. You could have students with the same major

contact the new students with the same major and invite them to participate. Your comment about being a Southern Baptist prompted this thought as our church began to do this with new members and it has worked great.

### **Name Change**

Don't change the name of ASU – it's a beautiful and excellent campus and it has so much potential – we as faculty and staff need to push that and continue to encourage our students and spread the word.

There is a black cloud over this university. Change the name of the university and you will be able to start with a new slate. Texas State did it and it worked for them. Need to change the perceptions of the students and make them more positive. Students feel we don't have the same things to offer as the bigger more well known universities. Need more things for these students to do on campus.

Change name to Texas Tech-SA.

We should change our name to Texas Tech-San Angelo. That might help us rebound in West Texas.

Texas Tech San Angelo "Great Idea" who and where is ASU?

### **Recruiting**

SAISD San Angelo initiative? Where is this? Target high caliber high school students top 20% and teach courses on respective campus. – Presidential scholarship.

Use honor's program to recruit good students – selling point is being recognized in a small honor's program vs. a number in a large program.

College level recruitment material – possibly electronic (i.e. website). Includes info about possible careers from majors offered by each individual college. Also highlight college strengths.

Take bus loads of staff/faculty to area schools to talk to kids.

Do we want Tom Green County students? Are they better trained than other counties? Where are they going if not here (TX Tech, UT, A&M, or smaller tier 3/tier 4 universities)?

Focus on El Paso. Austin and San Antonio have so many options beyond the UT system (outstanding Tier 1 Regional and National Liberal Arts Universities and TX State only Tier 1 Regional Public in the state).

The music department is one area that must actively go out and recruit. It would be most helpful if we had support from the department and university in slight load release time for the large amount of personal time spent on the road each year.

Create discretionary accounts for individual departments to use for recruitment/retention. We could simply shift some M&O into a different account so departments can buy food, prizes, etc. – items that help departments connect to students.

Every faculty member should be expected to do at least one recruiting effort – i.e. High Schools, Jr. College, etc. Tie to PAA & CAA.

Goodfellow Air Force Base – military stresses education. Recruit veterans. El Paso areas West of San Angelo.

Improve recruiting at community colleges. Send recruiter to high school and have them connect with alumni in the local area. Improve services and recruiting with special needs.

Offer more events on campus for individuals and high school students for Free to get them on campus.

Everyone recruits and retains. Say hello to everyone, ask if you can help someone, go above and beyond. Visitors are not hard to spot.

What is the carrot to get prospective students (+ their families) to visit our campus? Research shows that if you get them to visit, at some point, then they are more likely to attend.

Prospective student information should also be sent out not come and read my web page. BTUS blogging is considered old tech and dated twitter is also the same (called micro blogging) just FYI.

I recall a study done that says a decision to come to a institution is made in the first 10 minutes once they arrive. Everything else is window dressing used to justify the decision. This being in mind, the student welcome center, aka one stop, should have very open waiting areas, overstuffed chairs, immaculate high profile restrooms, all on each floor. A welcoming center coordinator (that the job, not a multitasked clerk) etc.

Engage faculty and staff to participate in school enrichment programs that typically run a day a week for six weeks after school so schools have them during the day. We should offer, not have them hunt us down. Get outside of the box, go to them.

Kids college and athletic camps typically target 1<sup>st</sup> to 5<sup>th</sup> grades, again getting them here before they know they are coming (find a way to reduce cost to bring the economically challenged kid to campus).

Summer camps – there was a time when we had 2-3 camps a week all summer long, events like the foreign language festival and more (events typically targeted high school students). We got them here before they thought about coming.

Contact and communicate with former ASU students 70+ hrs to see what we can do to get them back in school!

T-shirts are inexpensive and the primary clothing of most teenagers and college students. I think that we should invest in ASU t-shirts that are given away at every major event that we have. Fun looking shirts that have a catchy saying related to the event. Discover ASU, SOAR, any event that brings prospective students on campus. We should be sending them home with an ASU t-shirt.

ASU Bulletin (catalog) and recruiting video on cd or flash drive. Can be given out at college night fairs, to counselors, etc.

To help increase enrollment in surrounding areas would it be appropriate to extend Up & Coming Scholars beyond the city of San Angelo?

Department Heads must be active in recruiting. They have the largest impact in this area. We need a policy to remove department heads resistant to recruiting.

Provide departments with resource dollars to recruit and retain students.

The past several years recruitment and retention has become major issue and is critical to the University's growth. I have tried to think of ways that I could contribute in this area other than insuring the classroom environment is healthy and comfortable for students and staff. It seems that most of the emphases on recruitment are in the I-35 corridor and east. Just about every meeting or event I have attended the speaker has stressed the need to recruit students from this area. There does not appear to be any mention of areas west of San Angelo. I read the Sunday paper and in May and December view the list of students who graduated or who are on the Dean's List. I lived in El Paso for almost ten years, so I look at these lists to see if any of the graduates are sons or daughters of people I knew in El Paso. This area has a surprising number of high schools and I only see two to three people on the list. I graduated from El Paso Community College and also worked there as VA work study and later as a Lab Assistant. I have a little knowledge on how difficult recruiting can be. I was a Navy Recruiter for 3 ½ years in El Paso. I do not pretend to know how much coverage is being made in this area, but I do think there is a potential gold mine there for ASU. I do not wish to step on other departments toes, this is why I am forwarding this information to you to see if it would be any value in our recruitment effort. Below are some facts that are easily found on the El Paso Web Page.

El Paso population 624,365; Ciudad Juarez, Mexico estimated population 1,563,973; Fort Bliss 7,600

2000 Census Demographic Characteristics

Hispanic Population 86%, 5<sup>th</sup> largest city in Texas, 21<sup>st</sup> largest city in the United States, 94 Private schools

El Paso Community College enrollment: 26,667. Two year college

Independent School Districts and High Schools

<b>El Paso ISD</b>	<b>Enrollment</b>	Hanks	2367	Faith Christian Academy	540
Andress	1831	Bel Air	2189	Total Enrollment	
Austin	1659	Del Velle 1963		Loretto Academy	677
Bowie	1285	Parkland	1302	Total Enrollment	
Burges	1589	Eastwood 2232			
Chapin	1876	Riverside 1532			
Coronado 2366					
El Paso	1290	<b>Socorro ISD</b>	<b>Enrollment</b>	<b>Canutillo ISD</b>	<b>Enrollment</b>
Franklin	3116	Socorro	2822	Canutillo 1637	
Irvin	1690	El Dorado 2827		<b>Clint ISD Enrollment</b>	
Jefferson 1619		Montwood 2669		Horizon	1309
Sunset 169		Keys Academy		Clint	534
Telles Academy		Americas 2877		Mountain View	1019
Trans Mountain Early College				Fabens	724
		<b>Private Schools</b>		Anthony	222
<b>Ysleta ISD</b>	<b>Enrollment</b>	<b>Enrollment</b>			
Ysleta	1870	Cathedral	515		

Does ASU have anybody attend local high school information sessions/meetings where a high school information sessions/meetings where a high school can gather the graduating seniors six months before they graduate to give a presentation on what ASU has to offer?

San Angelo, surrounding areas, state of Texas has a lot of homeschooled students. Has there ever been a thought to go and approach associations such as SACHA on advantages of attending ASU. Have a recruiter for this group to focus on their needs or wants in order to further their homeschooler's education.

Don't count on the high school counselors to be the sole resource for promoting our campus and informing the prospective students. Personal experience this year showed me that the students and especially parents are not informed about the process of preparing to enroll.

We could put on a Rambunctious-style day for high school students where they could have some fun, food and get a taste of what going to ASU would be like.

All employees need to be provided with recruiting materials that they can take with them and give out everywhere they go.

Have more Elementary, Jr. High, and High School functions and programs here for kids. They will come to ASU if they are/see the campus as children who visit the campus.

Promote hometown recruiting by everyone – students, faculty, and staff. Send prepared packets home with students for counselors at their schools.

Place more highway billboards touting ASU within 150 mile radius. I can drive to Brownwood from here and back and only see Howard Payne signs.

Purchasing ACT and SAT names (high school – Junior and Seniors). Carr Scholarships M+O budget is limited to how many names we can purchase which are sometimes half of what is available that we could purchase. I think Admissions purchases some too that meet different criteria.

It would be interesting to know of any correlation between a plan to transfer from here after 2 years and geographic origin of the student. I keep thinking that a student who comes to us from Beaumont is twice as likely to plan on graduating with us than a student from San Antonio and that the San Antonio student is twice as likely to plan on graduating as a student from Sonora.

Are we actively recruiting local students at the same level we have recruited other students from other areas? You may want to make a certain day Grape Creek High day, or Lake View day and have the student government take them around the campus and discuss all of the opportunities we offer. I know we used to have some of the local schools visit in the past, but I have not seen them in a long time.

Received by e-mail. Reprinted here in its entirety.

Are we trying to be Texas Tech or are we trying to establish/maintain our own identity?

Everyone is proud to have graduated from ASU – but where are new faculty members coming from? Are we too inbred?

How can we be an academic institution with no significant data? Every academic area is based on research – I was amazed at no data!

Are we as an institution looking at ourselves as part of the academic planning and seeing what duplications we have, what programs are no longer thriving, etc. Are we willing to do something about those programs?

How do we grow alumni foundational support?

As a new faculty member, I don't know what services we offer to students or even where the registrars' office is! With 20 odd new faculty this year what should we be thinking about as orientation for new faculty. One day doesn't cut it.

We are thinking about growing satellite campuses – why aren't we growing online programs? Satellite campuses cost money – buildings, etc. – we already have an infrastructure for online (blackboard).

What are the institution/colleges doing to celebrate the accomplishments of their faculty in a wider arena?

We know those winning sports teams generate followers – so does recognition in academics – especially when students are looking at graduate programs. I went to Texas Tech because of Dr. Gerry Skoog and his reputation in science education circles. How can we help our faculty become well known on a more national level?

How do we gage excellence of our programs? What programs do we have that we consider excellent and why? How do we market those programs?

Someone from the nursing faculty mentioned the difficulty prospective students encounter if they want to register for one non-degree class. These type of students may take a class and then decide on coming back to take more and entering a degree program. I asked about hosting a one-day conference for science teachers on campus and was met with how much it cost to rent rooms, etc. We need to open up our campus to events that bring prospective students - and better yet, people who influence prospective high school students for our campus – on campus so they can see what we have to offer. I know it costs to maintain buildings, electricity, etc. but surely we can think of helpful ways to promote events that bring people here.

Develop/update contracts/agreements with high schools, community colleges to encourage dual credit, transfer of credits, etc.

Send teams of recruiters/financial aid staff to targeted cities.

Hold mini-soars in major markets: San Antonio, El Paso, Austin, etc.

Streamline new program process. Our new program has great potential to tap into local Hispanic communities for both students and outreach activities.

Departments should be more involved with admissions for undergrad, grad, and international student recruiting. We want to promote their departments but they don't approach us to be proactive. Sometimes we have the feeling they don't care if they have students.

We need more academic programs that are modern to attract students: culinary arts, wind energy, communication disorders, engineering, etc. We are too traditional.

Hire an international student recruiter.

Focus more on individual student accomplishment in recruiting – Ratliff S. Ct. Internship, Mandujano/Org. of American State internship, Alexa Nichols/Internship with Conoway – these are unique and very appealing selling tools to students and parents.

We need to have a “check list” for incoming students so they know what they need to do before coming to campus. (Example: After application received, send list with financial aid contact information, housing information, one-card, first generation, etc. with names and phone numbers.)

Recruit nationally graduate students with tuition/fee waiver. Additional programming (Example: Taking overnight trips to other places.)

Juniors/Seniors as recruiters.

College prep workshops led by students for area students – simple skills (pc use, e-mail, etc.) Then talk to them about ASU.

Have student recruiters. Make college daze “fun and exciting” to potential students. Up and Coming Scholars? What happened to programs like this?

Do more recruiting in west Texas.

Bring more high school students on campus (UIL, Basketball, volleyball camps etc.) Make it affordable for the coaches to have on campus.

Recruitment initiatives at elementary schools workshop for parents to understand the importance of higher education.

Go into junior high and high schools. Community involvement.

Bi-lingual staff – admissions, financial aid, recruiting and housing.

Require/encourage everyone to become fluent in Spanish.

Work with, give presentations at area high schools, middle schools.

Seem to be missing a significant attractive student market segment. International Students. Our enrollment is <1%. Most others 15%. Our current strategic efforts to recruit international students are poorly conceived and implemented. Will not reach at all the possible potential.

Have the possibility for high school students to visit campus and spend a day with a student (go to courses, lunch, etc.). Many students here like the personal atmosphere. I have had students transfer out of UT Dallas etc. because they were taught in large classrooms by TAS. High school students have to be able to experience college with a college student.

Perks for out of state students.

Perks – What do students need? Ipod with e-mail access on phones, laptops for file/music sharing, online textbooks, place to hang out.

More regional reps to represent big targets. Austin, Dallas, Houston. Texas Tech has reps there.

Jr. College tuition incentive. Students get associates at Junior College and then make commitment to get bachelors degree at ASU with Jr. College tuition rate.

Rambassadors – We have excellent students in this group. Volunteering, can we give them a monetary incentive?

Attract remedial students by offering a 5 year program for the price of 4 years – the first year entirely preparing students for college level work.

Don't give up on rural West Texas kids. We need to meet with school counselors and be available to them at all times. If we get the Tom Green kids, and we bring others from elsewhere in Texas, enrollment will rise. Let's get them back.

Send student recruitment teams “on the road” similar to physics “spin up” program. Expand and/or improve “ASU College Days”.

More recruiting efforts for the band – they can be great ambassadors. Please help them!!!

Our band needs some help to increase numbers. More recruiting means more students.

Reach out to the Gifted and Talented teachers offering support for their enrichment programs. Start with SAISD and expand to area districts.

Develop up a call back program for all applicants campus wide supported. Multiple calls.

Faculty-student road shows – no budget – requested and denied.  
Student contact: science days (4<sup>th</sup> grade), middle school, and high school.

### **Retention - Students**

Greg's idea of letting freshmen registering first is good. There were horror stories of students wanting to go to ASU but every class was full so they couldn't get a schedule.

Consult with underrepresented faculty and staff on how to recruit underrepresented students.

Encourage local top 10% from San Angelo to live on campus. It will provide the collegiate experience that they will not get from home locally.

Laptops/MacBooks for Students.

Are the individuals that leave different from those retained? SAT's, ACT's, Geographic, ethnic?

What area of study are the students that leave from? Why do they leave? (We need good data).

Evaluate TX State – San Marcos. This is the institution we should emulate. What is their retention rate? What are the admission levels? We are a Tier 4 public – we need to move aggressively to Tier 1 – How do we do this?

Do student surveys to collect data on areas of student services. (i.e., do surveys in specific courses in order to get enough feedback (freshman, sophomore, junior, senior, post-bacc, grad). Surveys about: 1. Recruitment and experience 2. Financial aid/scholarship 3. Residence life 4. Off-campus living 5. On campus activities 6. Off campus activities 7. Academic advising 8. FYE 9. Clinic health care 10. Academic registrar's office 11. Academic support tutoring 12. Alumni organization 13. Day care. Then use the data to make adjustments.

The University should provide transportation to on-campus students to locations such as the mall, Tinsel town Theater, restaurant row, etc. Even if this was just a once a week occurrence, I think it would really help with our "residential campus" campaign. An example of the idea is each Thursday night an ASU mini bus would pick students up at the front of UC at 6:00pm and take them to the Sunset Mall. Then, return to Sunset Mall around 9:15pm to pick them up and bring them back to campus. This would give those students without transportation an opportunity to get off campus and about town.

Extend pride points program established by athletics to other student activities.

Retention is best achieved through communities... we need to establish departmental communities and resources to sustain them.

Train students to be "exit counselors" to talk with students who are withdrawing about why they are leaving. Students will talk to students and be more honest.

Stronger traditions which impact students for a life time. Greater emphasis on extracurricular.

The advisement of an incoming freshman required to take remedial courses, then have them register for 15 hours or upper level sciences courses, not only sets them up for academic failure but also puts those students in a monetary debt situation leading to those students leaving ASU. We need an at risk system in play prior to enrollment not after. Not only academically but also financially.

Hold meeting with groups of employees to educate and communicate to them how their job roles fit into "enrollment and retention".

Hold more evening and late night activities for students.

Give incoming freshman students incentive guarantees for staying (i.e. automatically \$2000.00 scholarship for study abroad or stepped reduction in tuition and fees with each year they stay).

Flexible registration periods – freshman get to register last.

Freshmen orientation – why do we wait until summer? We should do it earlier in the year and more frequently.

Transfer student orientation.

Student life has no presence on campus and with students. Student involvement does, but students don't know about the office. It should be the blood of the campus.

Recruiting and retention. All faculty and staff needs to realize this is everyone's job. We all have to work together to make this effective. It means customer service, respect, flexibility and hard work. Many on campus don't get it.

Require students to take an interest inventory to keep them from floundering in fields not particularly suited to their interests/abilities.

Free computer (laptop) if you stay here until graduation. Then you get to keep it.

Throw a party – recognition/thank you for all returning students every year/semester. Personal letter and t-shirt.

ASU is not fun. Make more on campus "fun" – sitting areas, music piped out.

Buddy systems.

Student life is really important for a student and many of them stay here.

Peer mentoring grad to undergrad.  
Free movies or activities for students and community.  
Own the problem until resolved.  
Students get frustrated when they have to keep repeating remedial courses? They get frustrated and leave.  
Students who register late and get accepted but cannot enroll in entry level basic courses because they are closed.  
Tutoring Centers.  
Have the first generation program and transitional services department work together to retain our first generational students...not only is it their first time with experiencing college...it is also their parents first time. Inform or try to help inform parents of deadlines and getting the message to our students.  
Exit interview, student withdraw, consistent advising, online classes added, outreach programs, extreme housing costs, respect students, flat rate tuition, lock tuition rates (must maintain continuous 12 hours), evening classes, mentoring programs, more 8 week classes needed, each core class should be offered on-line or even on the weekend.  
Have a group of students call Freshmen about any problems they might be having.  
Add more things on campus to keep students busy. Turn old ASU police station into a coffee shop/movie theatre/dance hall. Need traditions. We need to better the life of students on campus.  
Work harder to develop the campus community atmosphere.  
Try to add some absolutely "unique" facilities and/or programs.  
Campus shuttle for resident students who do not have vehicle. (ex. Every Tuesday, run shuttle from UC to Mall or HEB or movie theater to provide access to community events.)

### **Retention – Tracking**

Implement tracking mechanisms for retention at the department level and make department heads accountable for managing the number.  
Exit interviews of students. When students check grades, they must complete a survey. If we set a 1 & 5 response, we have data. The survey should be simple.  
Why do some freshmen and sophomores stay and why do some leave?  
Student intervention needs to be done before the student decides to transfer. Students requesting transcripts to be sent to other schools should be a sign of concern and intervention be done. Track these students.  
Students withdrawing from the university should go through exit interview to determine why they are leaving and where they are going.  
Faculty and Office Coordinators are the last point of contact with students who are dropping a class or dropping out entirely. So – can we all be trained in the questions to ask these students and all the services we can offer instead of dropping the class/schedule? Maybe we can make it possible for these students to stay.  
Can we initiate exit counseling?  
Exit interviews to know why students are leaving. (Many reasons we cannot change.)  
Establish exit interviews, surveys, etc. for exiting and for students who stay to learn why students leave and stay.  
Exit interviews!!! We need to know why the students leave – then address the problem. Vital to get that data.  
Need consultation before can drop a class. If students get behind in a class their perception is – professor doesn't care, they think "drop the class", they don't know who their advisor is, sometimes don't know they have an advisor, drop the class (owe a charge), lose their scholarship, give up, leave ASU.  
Basic data to analyze student recruitment seems lacking. No exit data. No gross application data for evaluating yield.  
No data on why accepted students do not enroll. Without real data, ASU is just guessing at the responses.  
Study of why students leave.  
Study process of student from application to graduation.  
Need systematic study of why students leave.  
Need to have an office students can be referred to regarding withdrawal. They need to be counseled and find out what is truly wrong and can they be helped enough to remain in school.

### **Scholarships**

Offer scholarship awards in a more timely fashion.  
Room and board scholarships for ROTC cadets on AF national scholarships. They cover all tuition, fees and books, but many still can't afford the room and board. Other schools (Baylor) waive room and board for those students, who are top-notch kids, often in technical majors.

Why are we experiencing a “watering down” in scholarship programs? Carr Scholarship has historically been a prestigious award program. Several alumni now sending their children to ASU count it as a bragging right... “I was a Carr Scholar at ASU “x” years ago.” The new matrix may be spreading out the money, but in doing so reduces the prestige as well.

Carr academic scholarships for summer students increase from \$500 to amount reasonable \$1000-\$1500. Increase number of students in summer school increase faculty teaching.

Carr scholarship is looked upon as given only to “San Angelo” grown. (I have heard that from several people).

Reducing Carr scholarships will not help the recruitment and retention efforts.

Don’t water down Carr scholarship program. Keep it unique and market it that way. Make it special to be Carr scholar.

Start a national merit scholar program or something similar. And market it.

### **SOAR**

Don’t make students pay for SOAR. If anything make students pay for Discover. They are making a commitment by coming to SOAR and registering for classes. Why are we making them pay to register. That’s ridiculous.

RamPort and Blackboard orientation at SOAR. Students don’t know how to use these applications and they are very important.

Rather than just allowing prospective students the opportunity to stay at our residence halls during SOAR. In the Summer time it would be great to have avid groups or upward bound groups a “deal” where we allow them a full, campus (college) life experience and they’ll see our beautiful campus.

If SOAR was condensed into a week long experience it will educate students who are actually looking forward and are enrolling on campus. This will help them know more about ASU.

Online Orientation for students who can’t make it to SOAR. Another option is to offer a SOAR session specifically for transfer students.

Develop a follow up SOAR for students and parents to learn more/ask questions and to reinforce ASU’s interest in students.

Redesign SOAR. More time efficient, Teach basic ASU survival skills (use RamPort, Blackboard)

### **Strategic**

Continue to be strategic. We need to identify programs of excellence (and explain why they are—this is the crux of recruitment/marketing). But this will use funds to further develop these – what will be cut. First 2 years of general ed??? Being strategic requires a willingness to change!

Hill Country – MF, FBRG, Boerne, New Braunfels. What is the dedicated financial support and site for this initiative. Nursing, education, Ag.

Invest in regional counselors. I think multiple contact with prospective students is key. People feel re-assured when they have someone nearby that they can contact and reach out to. It also may be more cost efficient to have regional counselors. Possible regional locations for these counselors:

- San Antonio Regional Recruiter – which we already have in place.
- El Paso Regional Recruiter – there is a lot of interest in ASU in this area. We receive multiple group tours from high schools so there is high demand for a local representative.
- Houston/East Texas Regional Recruiter – because we are located 8 hrs from Houston sending several representatives to this area is extremely expensive. It costs more to travel there than the monthly salary of an additional recruiter. There are many Hispanic and minority students in this region of Texas so I think investing in a local contact is worth considering.

Create a Transfer Center, where the student will be able to get their admissions questions answered, be advised, and register. A good example is Texas State Round Rock. This way students can have a one-stop-shop so they’re not running all over campus confused and frustrated. Makes the transition easier and they will be more likely to stay because they had such a smooth transition.

Create Mobile Go-Centers that will be able to travel throughout Texas and New Mexico.

Create a transfer student organization or government on campus.

Create a transfer success course that will require the student to be involved on campus and possibly be available as a transfer student mentor to future students.

Articulation agreements with TTU for programs we either don’t offer or can’t afford to offer on our campus.

Use a team approach – academic, student and administrative employees to create, develop initiatives.

Consider getting a group of faculty and staff together who have a long time view of the campus, qualifications 25+ years of service to ASU.

Can ASU develop/create a program where a group of students can be assigned to a department for help if they have any questions/concern. The department staff become the mentor.

### **Students**

Educate students to understand what a university is, what it does, and their role here.

Full scale quality reviews of processes from the students viewpoint need to be undertaken.

Celebrate students everywhere – put their artwork in our halls, take photos and hang them in buildings, allow them to paint murals, etc. to give this campus more personality.

Streamline new program process within state constraints. Grad programs, enhance student activities, recreational, sports, fitness, wellness, entertainment.

Incentive grants for students with full load and a “B” average. (Example: Indiana State offers \$300.00).

Need to survey/ask students/get students in meeting like these.

Display student art in offices across campus as opposed to spending money on decorations or requiring employees to purchase their own. This would encourage interaction between students/parents/staff that don't normally get that opportunity as students could show off their achievements.

Student run activities... wholly student-ran, because everyone's idea of fun/enjoyment is different.

Student culture change from ASU=HS. Value of college education.

Help students turn themselves into business owners. College hunks hauling junk or cleaning/child care.

FIG = Freshman Interest Groups. 15 people per FIG group. Senior seminar as leader with academic credit for free.

FIG groups.

Student open forums at residence halls, cafeteria, or classes.

Student ideas – areas of improvement, what you experienced at another institution.

### **Student Involvement**

Involve off campus students more on nonacademic events. For example the battle of the residence halls blood drive.

Could be perceived as excluding off campus and nontraditional students.

The private room setting in the residence halls is affecting the community and feelings of connectedness at the university. How can we get the students to get out of their bedrooms and meet people at the university so ASU can become their home, not a temporary living situation? How can we help students feel like they belong here at ASU. Why does apathy about the college experience exist here in the first place?

Fall Semester: Provide assigned small groups for the new freshmen. Not assigned with roommates (suitemates) at least for the 1<sup>st</sup> semester. Rather, a group to which they belong and can count on to have someone to go with to football games, lunch, events. Have current students act as small group leaders. Have them plan things for the group to do. Engages both groups. Gives leaders ownership/prestige = gives new students a sense of belonging.

Have variety of things around the campus for students to take advantage of. (ex. Hot dog vender or ice cream truck to go by dorms, etc.)

### **Student Salaries**

Student Pay Schedule for the Office of Admissions – Students in the Office of Admissions are required to give campus tours, answer phone calls from prospective students and visit with students that stop by our office, but again like full time staff they are on the lowest pay scale. These students are ASU to families, and we get compliments all the time from families that say, stuff like best campus tour I've had and make their decision to attend because of the wonderful work our students assist us with everyday. Can we offer more pay for those students that are on the front lines helping us recruit students?

Since retention rates are high with students who work in departments at the university, emphasis on growing the student worker population would be a positive step. We need to emphasize that we should maintain a mentorship relationship with these students, not just a employer/employee relationship.

### **Support Services**

We need to look at ways to help students that do not have transportation to return home for visits.

Bulletin/Catalogs – This is not user friendly for students. It is designed for use by advisors, not students. Simplify so students will take more responsibility for their education. Emphasize the importance of students using this document. Needs to be up-to-date. Departments need to make sure data is correct and current.

Wellness program needs to be established for faculty, staff, students community – HSI. A real wellness program means staffed with qualified personnel.

In general making students experience more stimulating by continuing to make campus friendly and fun.

On line ways to add money to RamBucks, submit photos and order one-cards.

More of a personal experience. Tutoring, name tags, more career development “internships”.

Levels of assistance to students helping them to understand the foundation skills needed to function in any class.

Using MS office products. Using other special software used in the class. Increase support for online students. One that supports them during their study hours in a timely fashion like “Live Support”.

### **Technology**

Greater emphasis on use of technology in all aspects of student’s experience on campus.

Access to technology. New students should get RamPort access immediately and have training on how to use it.

### **Other**

Encourage, reward and publicize creative responses implemented by depts./individuals or colleges.

Encourage and reward more flexible and quicker responses to identified needs – not everything should take 2 years to address.

Bring back groups like FFA to have their events on campus (+Area II FFA Convention in Spring).

Same song different verse. Seems like we do things on this campus that are good for employees and not for students.

Sounds good but I don’t believe you.

Is the Hill Country good for the main campus? Who will this impact our retention and graduation rates? Will this really increase admission of full time students here on the main campus? (We need good data!)

Offer program funding to sponsor alumni events on campus to share program updates and change – maybe at homecoming in fall or special events in spring.

Find out how the aggies (TAMU) do it.

Child care available on campus and paid for by student service fee or as an optional fee added to tuition and fees.

Involve ASU staff from other departments to assist the bursar’s office/financial aid/admissions and registrar’s office at their busiest times of year!

Telecounseling Center – Have a phone bank that departments can take a list of students to call along with a script that they would handle and call prospects, applicants or currently enrolled students. Currently we have asked departments during their busy times of the years to put everything on hold and contact students. This not only ties up the department phones lines during a busy time of year when we need to be available for those walk-ins and last minute phone calls.

Empower Enrollment Management to achieve their internal goals aligned with our master goals.

Staff referral program with reward system.

All staff need clearly defined roles – too often. I feel we step on each others’ toes and work against each other trying to reach the same goal.

More diverse faculty/staff – looking around the room, we are not very diverse.

Students love to be and then meet challenges. Challenge them with solid standards and enforce those standards.

There are too many 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, etc. changes when 1 or 2 is enough.

Write grant to provide every ASU student with a kindle (digital reader) and convert textbooks to electronic – sales money and convenient for students.

Need to provide more money for training.

“Lean” education, Lean tools, value stream mapping

Can we compete with Howard College? How?

Encourage Directors and Exec. Directors to truly “run” their areas. This could potentially assist in giving coordinators the autonomy to do their job. Micromanaging and fear of change will not help with positive transformation. Hold training sessions to educate staff about their office management.

The addition of Dr. Limbaugh to ASU is a valuable asset. Would love to see the VP of Student Affairs with a similar philosophy.

We need to get out of the mindset that “We’ve always done it this way”

Engage Grad students in Institutional Research. Have them do research on improving the university.

Research with faculty more funding for students – teams

Cultural change. 1. Staff 2. Support services 1<sup>st</sup> generation students – this is not HS 3. Value of college education.

Student Senate-push, find out what they want.

Life skills about housing, money, etc. Attitude adjustment – It’s not owed to you (in a nice way).

If we publish a deadline enforce it. Right now our policies are a joke to students because they are not enforced. Consider periodic recognition awards for faculty and staff for work in recruitment and retention.