

MACO ENROLLMENT PLAN

(Adopted: Fall 2021)

(Note: This plan reflects a consolidation of exiting recruitment and retention plans.)

Overall enrollment is a function of two considerations, recruitment of new students and retention of existing students. The Department has set as a goal an enrollment of 150 students by AY 2025-2026. The purpose of this document is to outline various departmental initiatives directed at either recruitment or retention in pursuit of this goal. At points it may make reference to other existing campaigns.

RECRUITMENT

Goal

The Department's target is two-percent annual growth in new students.

On-going activities

High School Journalism Workshops: The Department will host annual workshops for area high school students. It will invite participation from Enrollment Services.

High School Visits: Faculty members will conduct five on-site journalism workshops in the University's service region each year.

Sporting Events: The Department will set up a display at Family Day and host a Homecoming tailgate.

Welcome Back Day: Each year the Department will be a leading participant in Welcome Back Day Activities.

Enrollment Services: At least one faculty member will participate at each Enrollment Services event, Scholars' Night, Orientation and Colonel Day. All faculty members will be required to attend at least one of these events. It will also send links to the Department's website and social media platforms to perspective students considering MACO or who are undecided on a major whose names would be provided by Enrollment Services. It will conduct tours of the Department for perspective students arraigned by Enrollment Services.

Undecided Majors: The Department will at least once per year send correspondence to University freshmen who have not decided on a major.

Departmental Tours: Continue to conduct tours of the Department for perspective students arraigned by Department faculty or student organizations.

Transfers: A departmental representative will respond within two work days to any request for a transcript evaluation from the Transfer Student Resource Center (See Report Below under Assessment).

Theater Performance: The present a special, daytime performance of a Nicholls Players production for high school students from the University's service region each year. It will invite participation from Enrollment Services.

Follow-ups: At each appropriate opportunity, the Department will solicit contact information from prospective students for follow-up communication.

Special Events: The Department will continually seek opportunities for special recruiting activities, and may in its annual plan for a given year outline a particular objective or program.

Messaging

The Department will improve use of its digital-media pages as outlined in the attached 2020 Recruitment plan.

The Department will leverage the newly opened convergence student media space.

The Department will continue to employ High Impact Learning Practices to a significant degree across the curriculum, and include emphasis on this approach to education in communication with internal and external publics.

It will continue to provide information to the COAL dean and University Relations regarding departmental activities.

Objective(s)

The Department will make contact with at least 70 high school seniors, toward the goal of increasing first-time freshmen enrollment by three percent for fall of AY 2022-2023.

Assessment

The Department will compile an Annual Recruitment Report (Below). This report will include the number of contacts with prospective students and any follow-actions.

At its annual assessment meeting the faculty will review data on enrollment provided by the Office of Institutional Assessment.

Annual Recruitment Contact Report

Event	Number of Students	Student Names	Contact Information	Follow-up

Prospective-Student Contact Information (EVENT)

Student Names	Contact Information	Follow-up (Method/Date)

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Transfer Student Report

Student	Concentration	Date Received	Date of Response

RETENTION

Goal

The most recent cohort (F2014) had a six-year graduation rate in the Department of 16.7 percent and 50 percent overall at the University (this last figure exceeds the University average). At the end of four years, the retention rate within the program was 20 percent and 53.3 percent at the University overall.

The Department's targets will be to increase the six-year graduation rate and four-year retention rate for the Fall 2021 Cohort within the Unit by 20 percent across all demographic groups.

On-going activities

Student Media: The Department will continue supervision of the following student media operations – KNSU-FM radio Station, KNSU-TV, *The Nicholls Worth* online and three magazines (*Chez Nous*, *Garde Voir Ci* and *The Nicholls Worth*).

Student Organizations: The Department will continue to sponsor the following student honor or professional organizations – Kappa Tau Alpha, Radio Television Digital News Association, Society for Professional Journalists and Public Relations Student Society of America.

Internship Opportunities: The Department will continue to expand internship opportunities, include making publicity related to them more efficient.

High Impact Learning Practices: The Department utilizes HIPs extensively. Of the Unit's 32 courses, 84.4 percent employ at least one HIP (The remaining five classes are production courses). Almost 69 percent of the classes utilize more than one (2.16 on average), and more than 15 percent use as many as four. The Department will continue this focus.

Diversity: As stated in its Diversity Plan, Department faculty recognizes the value of an education that embraces a wide spectrum of human experience. This includes fostering a classroom environment that includes the perspectives of groups that have been historically marginalized based on culture, gender, gender identity, physical differences or race, and creating course content and other learning opportunities for addressing media issues relevant to these marginalized groups.

Sporting Events: The Department will host a tailgate party at Homecoming each year.

Special Events: The Department may plan in a given year an event or events designed to promote a feeling of belonging among students, such as apparel merchandise sales.

Transition Plan: The Department will continue to work with representatives from Academic Advising to make transition to departmental advising as efficient as possible. This include faculty receiving specialized training on AA processes and interacting with UNIV 101 courses.

Advising: The Department will continue efforts to provide effective advising, and will each year hold an orientation program for majors.

Remediation: The Department will maintain a Moodle-based course on Basic Writing Skills to assist students develop the skills needed to achieve the required scores on that assessment instrument.

Messaging

Course syllabi will include those HIPs utilized therein.

Course syllabi will highlight those activities that address matters related to diversity.

Objective(s)

The Department will increase retention by one percent from one cohort to the next starting with the 2015 cohort.

Assessment

The Department will every two years (next AY 2022-2023) review syllabi with regards to inclusion of HIPs and Diversity issues.

The Department will each year compile a report on activities directed at retention that will be reviewed at the annual assessment meeting.

The Department will review retention data provided by the Office of Institutional Assessment.

Each year the Department will review data on student satisfaction with departmental advising provided by the Office of Institutional Assessment.

High Impact Table (Partial)

Class	Writing-Intensive Courses	Collaborative Assignments and Projects	Undergraduate Research	Diversity/Global Learning	Service Learning, Community-Based Learning	Internships	Capstone
MACO							
101							
230							

SEMESTER
Syllabi Review for Diversity/Ethics Instruction/ACEJMC

This document represents a review of course syllabi (already found to be in compliance with University policy on statements as to items such as attendance, emergencies, grievance, etc.) in relation to relevant accrediting standards.

Course (Instructor)	Diversity Discussion Included	Complete Unit on Diversity	Diversity Should be Added	Ethics Discussion Included	Complete Unit on Ethics	Ethics Should be Added	ACEJMC Core Comp.