## Increase Student Enrollment

By June 30, 2024, we aim to strengthen WSSU’s position as a “first choice” institution for diverse undergraduate and graduate students by increasing the total projected fall 2024 enrollment by 3%.

- Tactic 1: Collaborate with the Lumina Foundation and ideas42 to streamline the undergraduate admission process that influences the “Intent to Enroll-to-Actual Enroll” conversion yield rate.
- Tactic 2: Partner with Project Kitty Hawk and ReUp to increase adult learner enrollment in online coursework.
- Tactic 3: Increase the allotment of scholarship funds for new students across subgroups (e.g., new freshmen, readmits, transfers, adults).
- Tactic 4: Initiate the financial aid awarding process for prospective new students in February 2024.

## Improve Undergraduate Degree Efficiency

By June 30, 2024, we will increase undergraduate degree efficiency to 24%.

- Tactic 1: Launch the Office of Student Success Collaborative to assist the campus with using EAB Navigate subgroup data to impact retention rates.
- Tactic 2: Launch Scholarship Universe to increase the number of scholarships awarded.
- Tactic 3: Increase the number of undergraduate students employed on campus earning ≥$12 per hour via Federal Work Study or on-campus student employment.
- Tactic 4: Partner with Georgia State University’s National Institute for Student Success to reduce academic performance equity gaps.

## Increase Four-Year Completion Rates

We will position WSSU as a national model of student success by improving four-year completion rates to 37.4% before June 30, 2024.

- Tactic 1: Launch EAB Academic Planner with 4-year curriculum maps.
- Tactic 2: Use the summer “trimester” to increase the students who earn 30 credit hours per year and a 2.0 grade point average.
- Tactic 3: Launch official student-focused educational and marketing campaigns like “15 in 8 to Graduate” and “30 Credits or More to Graduate in Four.”
- Tactic 4: Create belonging opportunities representative of the student diversity profile.
STRENGTHEN PARTNERSHIPS WITH CONSTITUENTS

By June 30, 2024, we will strengthen WSSU’s reputation with constituents by increasing financial contributions for scholarship support that reduce first-time student debt to $23,999 at graduation.

**Tactic 1:** Saturate the market with mission-focused stories about staff, faculty, student, and alumni “genius.”
**Tactic 2:** Disseminate a WSSU Signature Partnership Framework that yields ≥5 signature partnerships.
**Tactic 3:** Share WSSU’s funding priorities 2023-24 with alumni, continuing donors, and prospective donors to assist them with leveraging WSSU’s value proposition to increase scholarship support.
**Tactic 4:** Leverage ≥3 legislative priority meetings with elected officials to seek additional budgetary appropriations for student funding support.
**Tactic 5:** Secure financial commitments from all members of WSSU’s leadership teams, Boards, and constituent partners.