



**Fall 2006 Enrollment Initiative
Week One – 7/10/06 through 7/14/06**

Priority	Initiative	Responsibility	Due Date
1	Develop 7 week Enrollment Implementation Plan	EM Directors and Asst. Directors	7/13/06
2	Identify Teams	EM Directors and Asst. Directors	7/10/06
3	Develop Daily work schedule	Becki Blackwell	7/13/06
4	Develop and Initiate Call Campaign <ul style="list-style-type: none">▪ Alumni Courtesy Call students who attended an Orientation Session and have enrolled▪ Team Calls to Applicants who are not Admitted▪ Directors Calls to Admitted student who have not signed up for an Orientation	<ul style="list-style-type: none">▪ Randy McDonald Derryle Peace▪ Team Captains▪ Directors	7/11/06 Ongoing Ongoing
5	Call Campaign Details <ul style="list-style-type: none">▪ Develop Call Script for Admitted Students▪ Develop Call Script for Applied Students▪ Develop Call Script for Alumni Courtesy Calls and distribute speed-dial access	<ul style="list-style-type: none">▪ John Wooten Jody Todhunter▪ John Wooten Jody Todhunter▪ Randy McDonald	7/12/06 7/12/06 7/12/06

	<ul style="list-style-type: none"> ▪ Develop E-mail script for Director Calls ▪ Develop Post Phone call Task List ▪ Call List distributed to Directors/Team Captains daily by 4:00 p.m. ▪ Assign Call List to Directors/Team Captains ▪ Develop the Orientation On-line registration handout and Lion Camp description and details ▪ Develop Email Script for Orientation On-line registration 	<ul style="list-style-type: none"> ▪ John Wooten Jody Todhunter ▪ Becki Blackwell ▪ Robert Hodges ▪ Becki Blackwell ▪ Louisa Kessel Rebecca Anderson ▪ Louisa Kessel Rebecca Anderson 	<p>7/12/06</p> <p>7/12/06</p> <p>Daily</p> <p>7/12/06</p> <p>7/12/06</p> <p>7/12/06</p>
6	Develop Financial Aid Checklist	Dolly Zeriali	7/12/06
7	Arrange Speed Dial access for call campaign	Jody Todhunter	7/11/06
8	Finalize call list with designated information for Director and Team Calls	Becki Blackwell Robert Hodges	7/11/06
9	Email Blast to all Inquiries	Yvette Underdue Murph Jaime Harper Marsha Herman Robert Hodges	7/14/06
10	Student Support Services Call Campaign <ul style="list-style-type: none"> ▪ Trio Office receives updated lists of admits with test scores below a 17 on the ACT or an 800 on the SAT. The list is given to Financial Aid to determine Pell eligibility, and calls are made informing students of the services available through Trio. 	Ronnie Brooks, Darnisha Reed	<p>Ongoing for Fall 2006</p> <p>Summer 2006 completed</p>

11	Secure additional Temporary Personnel for 7 week Enrollment Initiative	Becki Blackwell	7/13/06
12	Admission Staff meeting <ul style="list-style-type: none"> ▪ Enrollment Initiatives ▪ Parent's Council Follow-up <ul style="list-style-type: none"> ▪ Next Step Magazine article 	Becki Blackwell Randy McDonald John Wooten	7/12/06
13	Create Additional Correspondence to Students and Parents <ul style="list-style-type: none"> ▪ Letter from President to students who have attended an Orientation and enrolled for Fall 2006 ▪ Letter from Provost to admitted students who are not enrolled and who have not signed up for an Orientation ▪ Letter from Asst. VP for Enrollment and Marketing to Parents of Freshman students addressing the opportunities of becoming involved in the Parent's Council 	Randy McDonald Rebecca Anderson Yvette Underdue Murph Becki Blackwell Jaime Harper Robert Hodges	7/13/06
14	Review Admission Letters – Acknowledgement, Missing Credentials, Acceptance <ul style="list-style-type: none"> ▪ Send Missing Credentials Letter (MCL) to all students who have not received an MCL within the last 30 days ▪ Review timing of letters ▪ Randy McDonald and Rebecca Anderson revisit current letters and develop updated letter for review 	Randy McDonald Rebecca Anderson Robert Hodges	7/14/06
15	Residual ACT and THEA Test information sheet	Luis Franco Gil Nelson	7/13/06
16	New Student Registration/Orientation	EM Division	7/13/06
17	New Student Registration/Orientation	EM Division	7/15/06
18	Enrollment and Marketing Division Information Meeting	Yvette Underdue Murph Becki Blackwell	7/13/06

**Fall 2006 Enrollment Initiative
Week Two – 7/17/06 through 7/21/06**

Priority	Initiative	Responsibility	Due Date
1	Directors Call Campaign Continues	EM Directors	Ongoing
2	Team Calls Begin <ul style="list-style-type: none"> ▪ Training on call process and procedure ▪ Review Call Script ▪ Review Call List ▪ Review key Banner screens ▪ Post Phone Call Task list 	Team Captains	Ongoing
3	Alumni Courtesy Call students who attended an Orientation Session and have enrolled <ul style="list-style-type: none"> ▪ Determine opportunities to expand Alumni Courtesy Calls to additional groups of Alumni ▪ Determine opportunities to expand calling locations to Dallas (possibly use Mesquite Campus or UCD) 	Randy McDonald Derryle Peace	7/18/06
4	Weekly Directors/Team Captains Meeting <ul style="list-style-type: none"> ▪ Review Application and Enrollment Numbers ▪ Review Call Campaign results ▪ Number of letters sent weekly 	Becki Blackwell	Monday 2:00 p.m.
5	Admission Letters continuation <ul style="list-style-type: none"> ▪ Acknowledgement ▪ Missing Credentials ▪ Acceptance 	Randy McDonald Rebecca Anderson Robert Hodges	Ongoing
6	Email Blast to Accepted, not Enrolled, not signed up for an Orientation <ul style="list-style-type: none"> ▪ Script to include a call to action to register for an upcoming Orientation Session (provide website) 	Rebecca Anderson Randy McDonald Louisa Kessel Robert Hodges	7/17/06

7	Letters from President, Provost, and Asst. Vice President for Enrollment and Marketing	Randy McDonald Rebecca Anderson Robert Hodges	Ongoing
8	Post Orientation Registration Process <ul style="list-style-type: none"> ▪ Develop step-by-step process for students who wish to register for fall courses after all Orientation Sessions have passed 	Louisa Kessel Rebecca Anderson Randy McDonald Advisement Services	7/21/06

**Fall 2006 Enrollment Initiative
Week Three – 7/24/06 through 7/28/06**

Priority	Initiative	Responsibility	Due Date
1	Directors Call Campaign Continues	EM Directors	Ongoing
2	Team Calls Continue	Team Captains	Ongoing
3	Weekly Directors/Team Captains Meeting <ul style="list-style-type: none"> ▪ Review Application and Enrollment Numbers ▪ Review Call Campaign results ▪ Number of Letters sent weekly 	Becki Blackwell	Monday 2:00 p.m.
4	Evaluate call campaign results <ul style="list-style-type: none"> ▪ Solicit feedback from all call campaign participants ▪ Determine effectiveness of call campaigns ▪ Revisit and tweak strategies 	EM Directors Asst. Directors Team Captains	7/24/06
5	Admission Letters continuation <ul style="list-style-type: none"> ▪ Acknowledgement ▪ Missing Credentials ▪ Acceptance 	Randy McDonald Rebecca Anderson	Ongoing
6	Email Blast to all students promoting Lion Camp	Louisa Kessel Jaime Harper Marsha Herman	7/24/06
7	Email Blast to Accepted, not Enrolled, not signed up for an Orientation <ul style="list-style-type: none"> ▪ Script to include a call to action to register for an upcoming Orientation Session (provide website) 	Rebecca Anderson Randy McDonald Louisa Kessel Robert Hodges	Ongoing
8	Letters from President, Provost, and Asst. Vice President for Enrollment and Marketing	Randy McDonald Rebecca Anderson Robert Hodges	Ongoing
9	Review Call Protocol to determine the total number of attempts in contacting students	Randy McDonald Team Captains	7/24/06
10	New Student Registration/Orientation	EM Division	7/26/06

**Fall 2006 Enrollment Initiative
Week Four – 7/31/06 through 8/4/06**

Priority	Initiative	Responsibility	Due Date
1	Directors Call Campaign Continues	EM Directors	Ongoing
2	Team Calls Continue	Team Captains	Ongoing
3	Weekly Directors/Team Captains Meeting <ul style="list-style-type: none"> ▪ Review Application and Enrollment Numbers ▪ Review Call Campaign results ▪ Number of Letters sent weekly 	Becki Blackwell	Monday 2:00 p.m.
4	Evaluate imperativeness of additional registration sessions <ul style="list-style-type: none"> ▪ August 25, 2006 in conjunction with International Student Orientation 	EM Directors Asst. Directors	7/31/06
5	Admission Letters continuation <ul style="list-style-type: none"> ▪ Acknowledgement ▪ Missing Credentials ▪ Acceptance 	Randy McDonald, Rebecca Anderson	Ongoing
6	Email Blast to all students promoting Lion Camp	Louisa Kessel Jaime Harper Marsha Herman	Ongoing
7	Email Blast to Accepted, not Enrolled, not signed up for an Orientation <ul style="list-style-type: none"> ▪ Script to include a call to action to register for an upcoming Orientation Session (provide website) 	Rebecca Anderson Randy McDonald Louisa Kessel Robert Hodges	Ongoing
8	Letters from President, Provost, and Asst. Vice President for Enrollment and Marketing	Randy McDonald Rebecca Anderson Robert Hodges	Ongoing
9	New Student Registration/Orientation	EM Division	8/2/06
10	New Student Registration/Orientation	EM Division	8/3/06
11	Determine feasibility of call campaign on days of New Student Registration	Randy McDonald Rebecca Anderson	7/31/06

**Fall 2006 Enrollment Initiative
Week Five – 8/7/06 through 8/11/06**

Priority	Initiative	Responsibility	Due Date
1	Directors Call Campaign Continues	EM Directors	Ongoing
2	Team Calls Continue	Team Captains	Ongoing
3	Weekly Directors/Team Captains Meeting <ul style="list-style-type: none"> ▪ Review Application and Enrollment Numbers ▪ Review Call Campaign results ▪ Number of Letters sent weekly 	Becki Blackwell	Monday 2:00 p.m.
4	Admission Letters continuation <ul style="list-style-type: none"> ▪ Acknowledgement ▪ Missing Credentials ▪ Acceptance 	Randy McDonald Rebecca Anderson	Ongoing
5	Email Blast to all students promoting Lion Camp	Louisa Kessel Jaime Harper Marsha Herman	Ongoing
6	Email Blast to Accepted, not Enrolled, not signed up for an Orientation <ul style="list-style-type: none"> ▪ Script to include a call to action to register for an upcoming Orientation Session (provide website) 	Rebecca Anderson Randy McDonald Louisa Kessel Robert Hodges	Ongoing
7	Letters from President, Provost, and Asst. Vice President for Enrollment and Marketing	Randy McDonald Rebecca Anderson Robert Hodges	Ongoing
8	New Student Registration/Orientation	EM Division	8/7/06

**Fall 2006 Enrollment Initiative
Week Six – 8/14/06 through 8/18/06**

Priority	Initiative	Responsibility	Due Date
1	Directors Call Campaign Continues	EM Directors	Ongoing
2	Team Calls Continue	Team Captains	Ongoing
3	Weekly Directors/Team Captains Meeting <ul style="list-style-type: none"> ▪ Review Application and Enrollment Numbers ▪ Review Call Campaign results ▪ Number of Letters sent weekly 	Becki Blackwell	Monday 2:00 p.m.
4	Admission Letters continuation <ul style="list-style-type: none"> ▪ Acknowledgement ▪ Missing Credentials ▪ Acceptance 	Randy McDonald Rebecca Anderson	Ongoing
5	Email Blast to all students promoting Lion Camp	Louisa Kessel Jaime Harper Marsha Herman	Ongoing
6	Email Blast to Accepted, not Enrolled, not signed up for an Orientation <ul style="list-style-type: none"> ▪ Script to include a call to action to register for an upcoming Orientation Session (provide website) 	Rebecca Anderson Randy McDonald Louisa Kessel Robert Hodges	Ongoing
7	Letters from President, Provost, and Asst. Vice President for Enrollment and Marketing	Randy McDonald Rebecca Anderson Robert Hodges	Ongoing

**Fall 2006 Enrollment Initiative
Week Seven – 8/21/06 through 8/25/06**

Priority	Initiative	Responsibility	Due Date
1	Directors Call Campaign Continues	EM Directors	Ongoing
2	Team Calls Continue	Team Captains	Ongoing
3	Weekly Directors/Team Captains Meeting <ul style="list-style-type: none"> ▪ Review Application and Enrollment Numbers ▪ Review Call Campaign results ▪ Number of Letters sent weekly 	Becki Blackwell	Monday 2:00 p.m.
4	Admission Letters continuation <ul style="list-style-type: none"> ▪ Acknowledgement ▪ Missing Credentials ▪ Acceptance 	Randy McDonald Rebecca Anderson	Ongoing
5	Email Blast to all students promoting Lion Camp	Louisa Kessel Jaime Harper Marsha Herman	Ongoing
6	Post Orientation Registration		