

Indiana University
South Bend
Student Affairs
and
Enrollment Management

All-Unit Meeting

April 25, 2005

Mission Statement

- *As part of a student-focused university, IU South Bend student affairs staff will support the university mission through collaboration with the IU South Bend faculty, staff and administration to provide programs and services that encourage and increase prospective student interest, current student progress, and graduating student success.*
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Commitment To:

- Interaction not Transaction
 - Cooperation not Separation
 - Education not Regulation
 - Leadership that is team- and service-centered not office- and function-centered
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Enrollment Management

- Comprehensive strategic planning
- Every member of university community champions enrollment management goals

Interaction

- Not separate transactions
- University-wide process

Interaction

- Students do not define needs based on administrative boundaries
- Advisors, faculty and staff must work together

Interaction

- Student One-Stop Center
 - Student to student triage
 - Frontline generalists
 - Functional experts
 - Centralized backroom processing

Interaction

- Friendly, caring
- Prompt, accurate
- Walk through problem to solution
- 48 hour follow-up
- Honor one-stop concept by making contact with other units rather than sending student

Cooperation

- A learning environment is more than just the classroom
 - The quality of student life is an important component of academic success
 - Cooperation is the foundation for enrollment management
 - An increased blending of responsibilities between faculty, information technology, marketing and public information, administrative and fiscal affairs, and student services
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Cooperation

- Current examples
 - New Student Orientation
 - Student Services
 - On-Tour
 - Student Scholarships
 - Men's basketball coach
 - Recruiting and retention partnerships
 - Common enrollment management goals

Cooperation

■ Future goals

- One-stop access to admissions, financial aid, scholarship, learning center, disability, minority enhancement, diversity, judicial affairs, career and internship, bursar, parking and registration services
- Technology enhanced service model
 - Students on-line, not in line

Cooperation

- One-stop center recognized as best practice
- In reality, at most universities functions are still offered in separate silos
- Students still experience the frustration of being passed from office to office

Cooperation

- Share scarce resources
 - Develop partnerships
 - Rethink counter service model
 - Merge common processing functions
 - Commit to cross-training and professional development
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Education

- Eliminating roadblocks designed to regulate information
 - Free staff for face-to-face problem solving
 - Provide expanded electronic services
 - Teach students to handle routine inquiries on line – to become independent users of our services
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Envisioning Our Future

- The Indiana University South Bend Office of Student Affairs and Enrollment Management is recognized as the best provider of friendly, caring, prompt and accurate student, enrollment, and athletic and recreation services in North Central Indiana and Southwest Michigan, and is hailed as a model of organizational best practices among professional peers.
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Realizing Our Vision

- Build on a foundation of interaction, cooperation, and education
 - Anchor with team- and service-centered leadership
 - Support with caring, competent staff
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Realizing Our Vision

- Tear down service divisions that challenge students' patience
 - Merge procedures, staffing, technology, and facilities to improve service
 - Make the transformation from stop and go units to one-stop service
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Organizational Chart

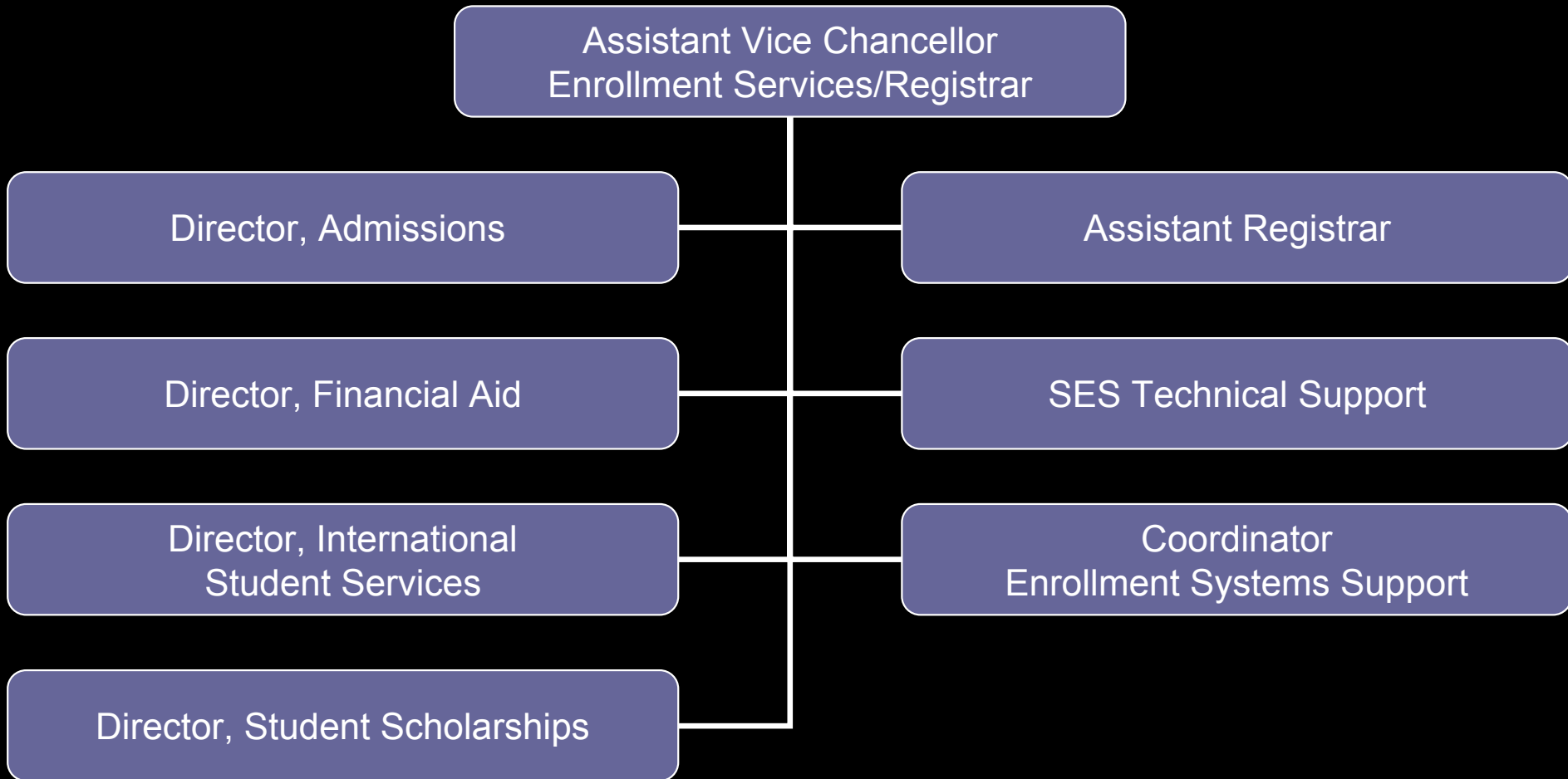
Vice Chancellor
Student Affairs
Enrollment
Management

Assistant
Vice Chancellor
Enrollment Services
Registrar

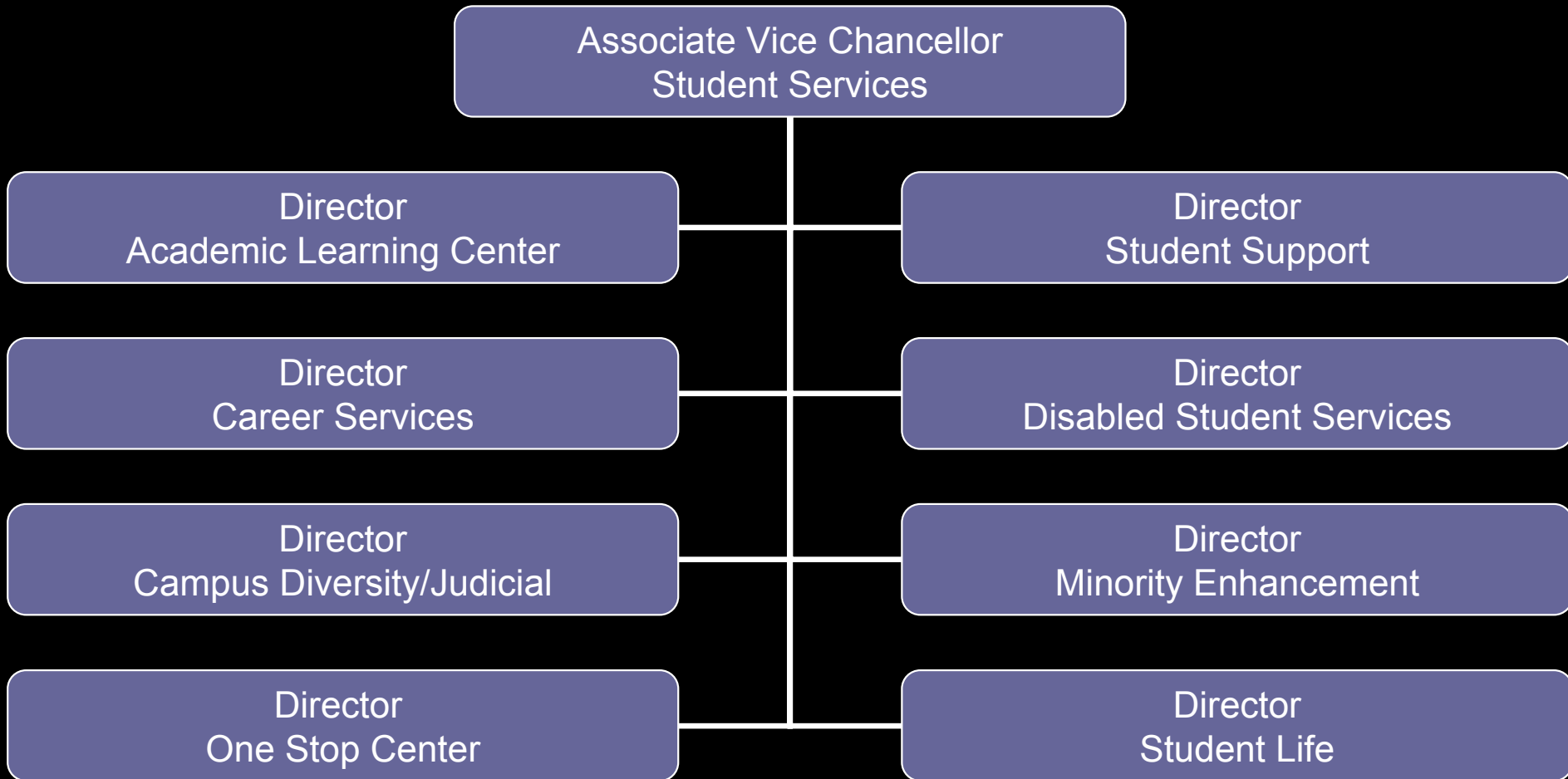
Associate
Vice Chancellor
Student Services

Executive Director
Athletics
Recreation

Enrollment Services



Student Services



Athletics and Recreation

Executive Director
Athletics and Recreation
Director of Athletics

Assistant Director
Athletics

Assistant Director
Recreational Programs

Head Basketball Coach
Men

Head Basketball Coach
Women

