

February 12, 2018

Dear colleagues,

For the past 10 years, improving enrollment and student success has been a priority of our University's strategic planning efforts. ***This has not changed.*** Increasing the number of students who enroll and earn degrees at Indiana State remains our top goal. Under the leadership of John Beacon, the Division of Enrollment Management, Marketing and Communications has done an incredible job of building the size of our student body to historic levels. I applaud their achievements and recognize that they were accomplished at a time of declining enrollments at many of our sister institutions. It truly has been remarkable.

With John's retirement later this year, much thinking has gone into how we can build upon this success and continue to advance our goals, especially in the area of student success. Given the changing demographics of the Wabash Valley and the State of Indiana, it will not be easy. To be successful moving forward, it is imperative that we continue to aggressively recruit traditionally aged undergraduate students. However, it is also important that we expand our focus to include more transfer and online students and continue to grow our graduate enrollments.

Therefore, in the coming months, we will begin a transition that will move the enrollment management and marketing functions to the Division of Academic Affairs. Provost Mike Licari will be launching a search in the near future for a vice provost for enrollment management. The Storbeck-Pimentel firm will be assisting with the search. It is our hope to have this individual in place by July 1. In the meantime, we will begin sorting out the finer details of the transition and the impact it will have on various individuals and functions.

This will provide an opportunity to increase collaboration between the academic units and the enrollment management function as the university works together to develop a strategic enrollment management plan. It will also allow for improved coordination of undergraduate, graduate and international recruitment efforts. At the same time, we will be exploring how to grow our online learning programs to serve the large population (750,000 in Indiana alone) of adults who have some college education but who have not completed degrees.

The value of a college degree cannot be disputed when you look at the difference it makes in lifetime earnings and the percentage of jobs that will require post-secondary education in the future. As a public higher education institution, Indiana State takes its role in providing this opportunity to our students quite seriously and understands the transformational impact it has -- not only on these individuals but also on their families, their communities, the State of Indiana and our nation. It is vital to our University's health and the local and state economies that we continue to do all that we can to fulfill our mission in providing affordable access to a high-quality education.

We are still in discussions related to our university communications function and where it will reside. More details will be forthcoming. In the meantime, I look forward to working with John and Mike to ensure a smooth transition of the enrollment management and marketing functions to the Division of Academic Affairs.

Sincerely,

Deborah J. Curtis  
President