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| For Academic Affairs and Research Use Only |
| Proposal Number |  |
| CIP Code:  |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X ] Graduate Council**

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| **[X ]New Course, [ ]Experimental Course (1-time offering), or [ ]Modified Course (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

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| Alicia Shaw 3/18/2022**Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**COPE Chair (if applicable)** |
| Kimberley Davis 3/18/2022**Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Head of Unit (if applicable)**   |
| Wayne Wilkinson 4/4/2022**College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Undergraduate Curriculum Council Chair** |
| Mary Elizabeth Spence 4/5/2022**Office of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Graduate Curriculum Committee Chair** |
| Mary Jane Bradley 4/6/2022**College Dean** |

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| Alan Utter | 4/25/2022 |

**Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**General Education Committee Chair (if applicable)**   |  |

1. **Contact Person (Name, Email Address, Phone Number)**

Dr. Rick Stripling

Dr.Rick@astate.edu

8709722855

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

 Spring 2023 (2022-23 Bulletin Year)

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

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|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)** *(Indicate “N/A” if no modification)* |
| **Prefix** |  | **CSPS**  |
| **Number\*** |  | **6413** |
| **Title** (include a short title that’s 30 characters or fewer) |  | **Advanced Enrollment Management** |
| **Description\*\*** |  | **Advanced studies in university matriculation and retention of students, including understanding the key matriculation operations critical for a university's future.** |

 ***\**** Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*.

\*\*Forty words or fewer (excepting prerequisites and other restrictions) as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? Yes/No]**

(Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. YES Are there any prerequisites?
	1. If yes, which ones?

CSPS 6353 Enrollment Management Theory and Practice

* 1. Why or why not?

Students will need to take the basic course in order to understand the advanced course

1. NO Is this course restricted to a specific major?
	1. If yes, which major?
2. **Proposed course frequency [Modification requested? Yes/No]**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

Not Applicable

1. **Proposed course type [Modification requested? Yes/No]**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

**Seminar**

1. **Proposed grade type [Modification requested? Yes/No]**

What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Standard letter

1. NO Is this course dual-listed (undergraduate/graduate)?

1. NO Is this course cross-listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross-listed course.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

 Enter text...

 **b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

1. NO Is this course in support of a new program?

a. If yes, what program?

1. NO Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)?

a. If yes, which course?

**Course Details**

1. **Proposed outline** **[Modification requested? Yes/No]**

(The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Module 1 Enrollment Analytics

Module 2-3 Logistics of recruiting- undergraduate, transfer students, graduate, international, and online

Module 4 Effective retention programs

Module 5-6 Strategic marketing and communication

Module 7 Understanding RFP process for Content Resource Management software

1. **Proposed special features** **[Modification requested? Yes/No]**

(e.g. labs, exhibits, site visitations, etc.)

None

1. **Department staffing and classroom/lab resources**

1. Will this require additional faculty, supplies, etc.?

No

1. NO Does this course require course fees?

 *If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

**New Course Justification (New Courses Only)**

1. Justification for course. Must include:

 a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

 Nationally higher education enrollments are in a decline. The advanced enrollment management course, designed to take an in-depth understanding of the following key functions: effective recruiting models, purchasing the appropriate Content Resource Management Software, interpreting data analytics, Request for Proposals/Request for Qualifications, integrating technology tools into marketing and communication strategies. Interpreting enrollments assets help deliver strong enrollment.

<https://nscresearchcenter.org/wp-content/uploads/CTEE_Report_Spring_2021.pdf>

<https://insights.hanoverresearch.com/hubfs/2022-Trends-in-Higher-Education.pdf>

b. How does the course fit with the mission of the department? If course is mandated by an accrediting or certifying agency, include the directive.

 This course supports the ELCSE mission by providing a graduate planned program of study preparing leaders. More specifically this course will enhance CSPS Students in there graduate degree preparation.

c. Student population served.

Students enrolled in the CSPS Program would greatly benefit. The CSPS Program is fully online program that serves students across the country and even out of the USA. The addition of this course, in coordination of the existing EM Course as a base, will allow for “Focus Study” emphasizing an Enrollment Management specialty within the CSPS Program.

d. Rationale for the level of the course (lower, upper, or graduate).

This type of course is typically attractive to professionals in the field. It should be offered at the graduate 6000 level as a compliment to the graduate degree CSPS.

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. NO Do the proposed modifications result in a change to the assessment plan?

 *If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

Students in the A-State CSPS master’s program will be able to acquire, critique, analyze, interpret, and apply pertinent information from the higher education literature; and select tools, methods, and approaches to solving practice-based issues

1. Considering the indicated program-level learning outcome/s (from question #19), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| **Program-Level Outcome 1 (from question #19)** | Students in the A-State CSPS master’s program will be able to acquire, critique, analyze, interpret, and apply pertinent information from the higher education literature; and select tools, methods, and approaches to solving practice-based issues. |
| Assessment Measure | Alumni/current student survey and practicum evaluations  |
| Assessment Timetable | We conduct an alumni/current student survey every two years. Practicum evaluations are collected annually for evaluation.  |
| Who is responsible for assessing and reporting on the results? | CSPS Program Director |

 *(Repeat if this new course will support additional program-level outcomes)*

 **Course-Level Outcomes**

1. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| **Outcome 1** | Interpret undergraduate, graduate, online, international, and transfer student-recruiting models and effective retention models. Interpreting RFP process for enrollment management content resource management |
| Which learning activities are responsible for this outcome? | Compare and contrast undergraduate, graduate, online, retention international, and transfer student recruiting. Interpret enrollment analytics and RFP Processes.  |
| Assessment Measure  | Short papers and power point presentation |
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*(Repeat if needed for additional outcomes)*

*(Repeat if needed for additional outcomes)*

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| **Outcome 2** | Evaluate an institutional Request for Proposal  |
| Which learning activities are responsible for this outcome? | Construct a procurement bid proposal for CRM |
| Assessment Measure  | Project will be graded on successful procurement bid criteria |

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| **Outcome 3** | Examine communication plans for different elements of recruiting |
| Which learning activities are responsible for this outcome? | Students will review current articles, white papers, and institutional EM Plans |
| Assessment Measure  | Students will build a communication matrix |

**Bulletin Changes**

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| **Instructions**  |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Please include a before (with changed areas highlighted) and after of all affected sections.** **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  |

Page 333 BEFORE (INSERT):

**CSPS 6393. Assessment, Accreditation, and Accountability in Higher Education** Students examine and evaluate current polices in accreditation, performance-based funding, and federal compliance and analyze best practices in assessment of student learning in higher education. Students design curricular and co-curricular assessments at the course, program, and university levels. Restricted to Masters in College Student Personnel Services.

**CSPS 6413. Advanced Enrollment Management** Advanced studies in university matriculation and retention of students, including understanding the key matriculation operations critical for a university's future. Prerequisite, CSPS 6353.

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**CSPS 6413. Advanced Enrollment Management** Advanced studies in university matriculation and retention of students, including understanding the key matriculation operations critical for a university's future. Prerequisite, CSPS 6353.