We are halfway through year 2 of the University’s 5-year strategic enrollment plan *Destination 2025*. All four workgroups continue to make good progress on their efforts to reach our objectives. The objectives remain unchanged from year 1 and are:

1. Increase new undergraduate student enrollment from 3504 in Fall 2018 to 4532 in Fall 2025.
2. Increase the enrolled percentage of TUSGs from 37% in Fall 2018 to 44% by Fall 2025.
3. Increase student success by improving retention and time-to-completion metrics.
   a. Increase full-time first-year retention rate to 80%
   b. Increase new transfer one-year persistence rate to 85%
   c. Decrease avg time-to-degree for first-time full-time students from 17.6 to 16 terms
   d. Decrease avg time-to-degree for transfer students from 10 to 8.7 terms

The year 2 plan builds upon the capabilities and successes experienced in year 1. It incorporates an additional focus on our Online Services, Centers and Transfer Students as a means to regain our losses during the pandemic.

As the chart below indicates, significant progress has been made with 49 activities being completed and 106 activities in-progress and on-track. This represents about ¾ of all the initiatives, projects & activities defined in this year’s plan.

Some of the key activities that were completed so far this year include:

- Conducted more than 175 online tours
- Conducted a Transfer Symposium with record-high 287 people registered
- Implemented 4 mentoring programs with CLCE and DEC – trained 28 mentors
- Established the Transfer Center
- Developed online application process for CAMP, STAR & TRiO
- New student nudges, 5 Post Cards, 5 Text messages
- New advising model approved
- Rollout of the Presence app to Clubs & Organizations
- Improved the registration priority for transfer students
- Developed a transfer student guide
- Conducted a marketing campaign for online programs
- Increased the open rate of our student communications to 65%