



## Kentucky State University

### *Enrollment Management Team*

### *The Impact of Academic Liaisons on Student Success at KSU*

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#### The Academic Liaisons

OEM views the challenges associated with attracting and retaining students to Kentucky State University as a campus wide responsibility. The Academic Liaisons represent the primary mechanism for disseminating data and information to academic units and departments, coordinating campus-wide recruitment and admissions activities, and ensuring that the academic community of the institution is fully vested in the success of the Enrollment Management Plan. In addition to serving as a conduit to the academic areas and working with OEM to orient and mobilize the academic units (communications flow, marketing, visitations, etc.), Academic Liaisons assume a broad range of roles in assisting OEM meet its enrollment goals, including:

- Remaining accessible and responsive to prospective students and parents.
- Communicating with selected prospective students at critical periods in the decision- making process.
- Remaining involved in implementing group visits to the campus.
- Coordinating the dissemination and use of enrollment reports data within the academic departments.
- Serve as a point of contact for prospects interested in a specific major or degree program.
- Providing and sharing with OEM the various perspectives of the academic units, regarding the implementation of the Enrollment Management Plan.
- Assist the academic units in articulating and attaining clearly defined enrollment goals for their respective programs.
- Assist OEM in developing discipline specific marketing materials that best promote their respective programs.

## Reporting Mechanisms

Since enrollment management is a campus wide responsibility, OEM utilizes various mechanisms for reporting and fully disseminating data and information to the campus. Each year OEM has and will continue to provide comprehensive status reports to the entire University community during the Fall and Spring Professional Development Conferences; unit, College, and university wide committee meetings; meetings of the Academic Leadership Council; and meetings of the Board of Regents. OEM views these mechanisms as crucial to fully vesting the entire campus community in the success of the Enrollment Management Plan.

<i>Academic Units</i>	<i>OEM Academic Liaisons</i>
<p>College of Arts, Social Sciences, and Interdisciplinary Studies:</p> <p><i>Literature, Languages, and Philosophy</i></p> <p><i>Fine Arts</i></p> <p><i>Behavioral and Social Sciences</i></p> <p><i>Whitney Young/ Liberal Studies</i></p> <p><i>Integrative Studies</i></p>	<p><u>Dr. Sam Oleka</u></p> <p><u>Dr. George Shields</u></p> <p><u>Dr. Barbara Buck, Ms. Reba Rye</u></p> <p><u>Dr. Egbunam Amadife</u></p> <p><u>Dr. Tom McPartland</u></p> <p><u>Dr. George Weick</u></p>
<p>College of Professional Studies:</p> <p><i>School of Business:</i></p> <p><i>School of Education:</i></p> <p><i>Public Administration:</i></p> <p><i>Social Work/Criminal Justice:</i></p>	<p><u>Dr. Gashaw Lake</u></p> <p><u>Mr. Kenneth Bryant</u></p> <p><u>Mr. Donald Offutt</u></p> <p><u>Dr. Elgie McFayden</u></p> <p><u>Dr. Rebecca Buckner</u></p>
<p>College of Mathematics, Sciences, Technology, and Health:</p> <p><i>Nursing:</i></p> <p><i>Mathematics and Science:</i></p> <p><i>Aquaculture:</i></p> <p><i>Computer and Technical Sciences:</i></p>	<p><u>Dr. Charles Bennett</u></p> <p><u>Dr. Betty Olinger</u></p> <p><u>Dr. Fariba Bigdeli</u></p> <p><u>Dr. Jim Tidwell</u></p> <p><u>Mr. Jim Carigan</u></p>