Academic Affairs Committee

PRESENTED BY

William Hudson Jr., Ph.D.

Florida Agricultural and Mechanical University
FAMU 2+2 Program

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William Hudson Jr., Ph.D.

Florida Agricultural and Mechanical University
Division of Student Affairs
Tallahassee, FL 32307
Enrollment Strategy: Increase Transfers

Performance Based Funding Metrics

- Percent of Bachelor’s Graduates Enrolled or Employed (Metric # 1)

- Median Wages of Bachelor’s Graduates Employed Full-Time (Metric # 2)

- Bachelor’s Degrees Awarded within Programs of Strategic Emphasis (Metric # 6)
FAMU Pilot Program

Fall 2017 Launch

- Identify 2 pilot program based on enrollment and denials
- Redirection Letters/Deferred Acceptance
- Venom Paths (5 majors)
  - Students will receive
    - Comprehensive Advising Teams
    - Guaranteed Scholarships
- Graduation in 3 years
- Transfer Orientation
- Priority Registration
Cornerstone 1

Technology

- Intelligence Capture
- Electronic Transcripts
- Florida Shine
- Smart College

Cornerstone 2

Communication Plan

- Branding (Name Program)
- Marketing and Outreach Advertising
- Social Media Campaign

Cornerstone 3

Human Resources

- Assistant Director Admissions
- Transfer Admissions Specialist
- Academic Advisors

Cornerstone 4

Online Options

- Online Academic Student Support
- Course Offerings
# Budget Recommendation

## Itemized Budget

<table>
<thead>
<tr>
<th>Item</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
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<tbody>
<tr>
<td>Technology</td>
<td>351,300</td>
<td>191,220</td>
<td>177,780</td>
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<tr>
<td>Communications</td>
<td>125,500</td>
<td>82,700</td>
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<tr>
<td>Personnel (4)</td>
<td>334,882</td>
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<tr>
<td>Online</td>
<td>643,800</td>
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<td><strong>Total</strong></td>
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<td><strong>1,252,602</strong></td>
<td><strong>1,215,362</strong></td>
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Next Steps

March Board of Trustees Meeting

- Work to develop MOU with South Florida FCS members
- Develop academic paths
- Develop student and parent centered communication
- Hire qualified staff
- Establish Advising Teams
- Develop transfer orientation program
“At FAMU, Great Things Are Happening Every Day.”

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