Re–Envisioning the USM Resident Student Experience

PRIORITIZED RESIDENCE HALL Recruitment and Retention Plan

2011–2015
Goals

- 1% or less attrition (Fall to Spring) among residence hall population (not leaving the university).

- 10% increase in new and returning resident students in halls over each of next five room selection cycles (Net=100 occupants/cycle)

- **Total Net = 1,550 Occupants by Fall 2015**
PREPARATION and DATA COLLECTION FIRST PRIORITY

Participate in UMS system wide review of housing on all UMS campuses – Craig and Denise…2011/2012

Participate in “Foundations of Excellence” – Craig and Denise…2011/2012

Effectively integrate efforts to stabilize and grow residence hall population with work of the new Gorham Task Force. – Craig and Denise ....by Nov. 15, 2011

Conduct “exit surveys” with individuals leaving residence. – Samantha and Tom…..by Dec. 1

Survey prospective students, current residential and commuter students, and parents to obtain a more accurate picture of their expectations of the residential experience – Samantha and Tom….by Dec. 1

Gather retention data for residential students nationally and at USM. Pull out USM retention data for Living Learning Communities for comparison purposes – Jason Arey, Jason Saucier and Justin Swift….by Dec. 1
PREPARATION AND DATA COLLECTION ~ SECOND PRIORITY

Conduct Resident Student Forums (focus groups) to assess desired Resident Student Experience

Conduct market studies in Gorham and Portland

Complete a self assessment process (use CAS Standards or ACUHO I standards)
MARKETING
FIRST PRIORITY

Collaborate with Admissions to become more fully integrated into the recruitment cycle – Jason Arey…2011/2012

Implement short term marketing strategies as developed by in house staff – Samantha and Tom ….2011/2012

Retrain Admissions tour guides (in re: Residence Hall “marketing”) – DONE
MARKETING
SECOND PRIORITY

Develop marketing plan to expand target audiences for summer business (camps, academically-related experiences AND conferences).

Implement a comprehensive marketing strategy using a variety of current media and face to face opportunities on campus – Samantha and Tom….2011/2012
Create a recognition program for students to acknowledge birthdays, academic accomplishments and community involvement – Denise, Jason, Daniel and Shannon....2011/2012

Develop, in collaboration with Student Success division, academic skill building and support programming in residence halls aligned with Residence Learning Initiative (RLI) – Denise and Jason....2011/2012

Further develop Honors, SENSE, PIONEERS, International, Russell Scholars, First Year Integration and Community Of Arts Living Learning Communities – Denise and Jason....2011/2012

Develop, in collaboration with faculty and Student Success staff, new Learning Communities such as Sports Management, Undergraduate Education and STEM – Denise and Jason...Jan. 1, 2012
PROGRAM
SECOND PRIORITY

Analyze the supports that we currently offer international students and expand as needed

Grow the overnight orientation program, in collaboration with Student Success

Develop additional summer programs with an academic focus (weekend college for high school juniors, Quantum Learning Super Camp) and “conference” business

Expand and enhance Faculty In Residence Program
Explore the expansion of “wireless” in all residence halls – Gary….May 1, 2012

Create a recreational equipment distribution program – Gary ….Jan. 15, 2012

Renovate bathrooms as well as bedrooms and update furnishings – Gary….August 1, 2012

Complete renovation of old tennis courts to give students an outside recreation/gathering spot – Gary….May 1, 2012

Continue to create classrooms and academic space in all residence halls as funding permits (examples: Anderson first floor space, Hastings, etc.) – Gary….2011/2012
FACILITIES
SECOND PRIORITY

Examine options for additional higher demand housing options such as kitchened apartments, single accommodations, etc. (Would require investment from reserves or additional bond indebtedness)

Renovate Residence Hall and Student Center “gathering spaces”

Integrate Residence and Student Center facilities into USM Master Planning
STAFFING
FIRST PRIORITY

Refocus expectations of Resident Assistants and Resident Directors to highlight current position requirements regarding referral of students with academic challenges – Denise and Jason Arey....Dec. 1, 2011

Analyze current staffing model and position descriptions to position staff for maximum impact on student academic and residential experience – Denise and Jason Arey....Dec. 1, 2011
STAFFING
SECOND PRIORITY

Expand the Faculty in Residence program

Review training, staff development and enrichment program; address deficiencies
FINANCIAL FIRST PRIORITY

Operationalize the housing scholarship program for spring 2012 semester in collaboration with Student Financial Aid and Student Success division – Denise and Craig – DONE


Examine ways to reduce dependence on room and board fees for non-residence hall student experience expenses (Current level = $1.9 million annually supporting Student Life, Public Safety, Multicultural Student Affairs, Community Standards and CSAO) – Denise and Craig – Dec. 31, 2011

No Room and Board rate increase for Fall 2012 – Craig, Denise and Hilmar – Feb. 15, 2012

Revise intercampus transportation options – Denise and Craig – July. 1, 2012
FINANCIAL
SECOND PRIORITY

Analyze feasibility of a campus residency requirement for new (and, possibly, second-year) students

Align residence hall rates with “market rates” for housing

Develop funding sources for residence hall renovation and revitalization

Analyze feasibility of a “Dining Plan “ requirement for ALL students