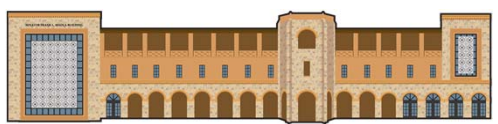
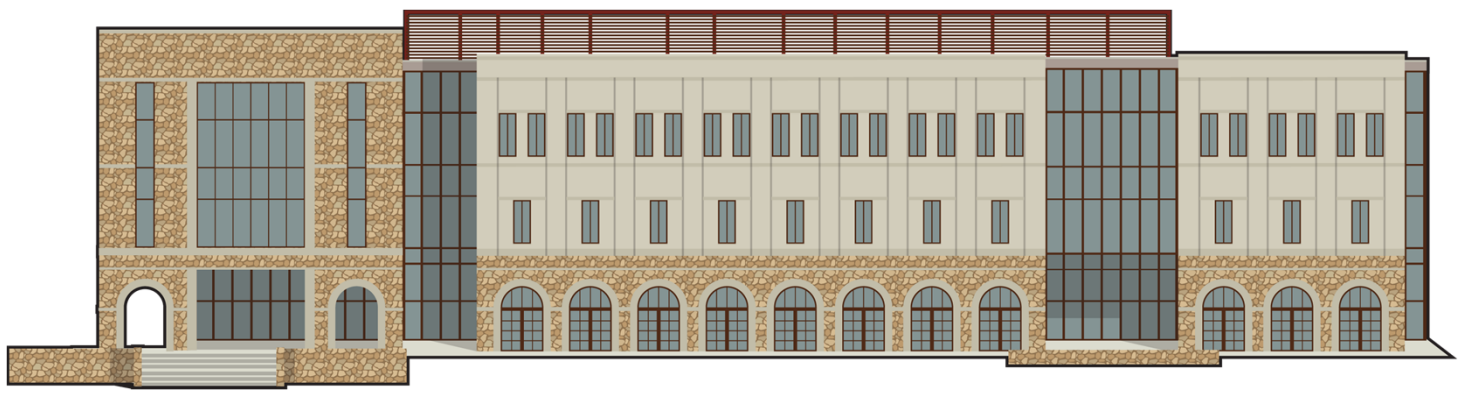
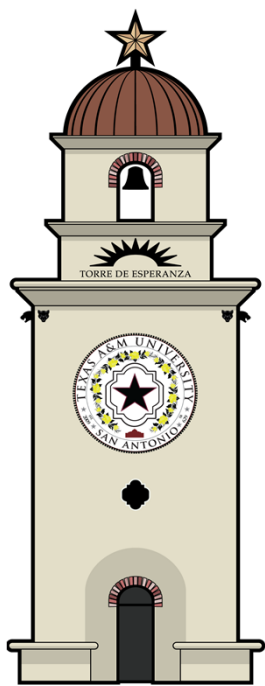




Convocation Spring 2019





ENROLLMENT MANAGEMENT

TEXAS A&M UNIVERSITY
SAN ANTONIO

**ON A MISSION
TO SHAPE
YOUR FUTURE**

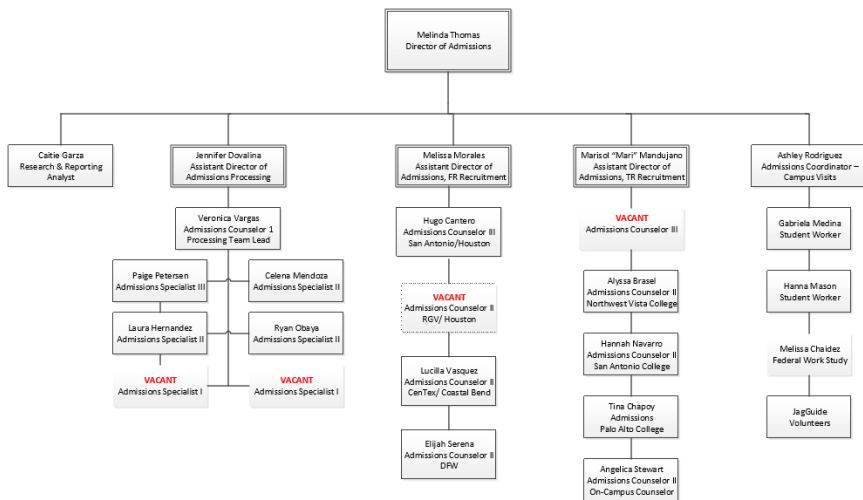


TAMUSA.EDU



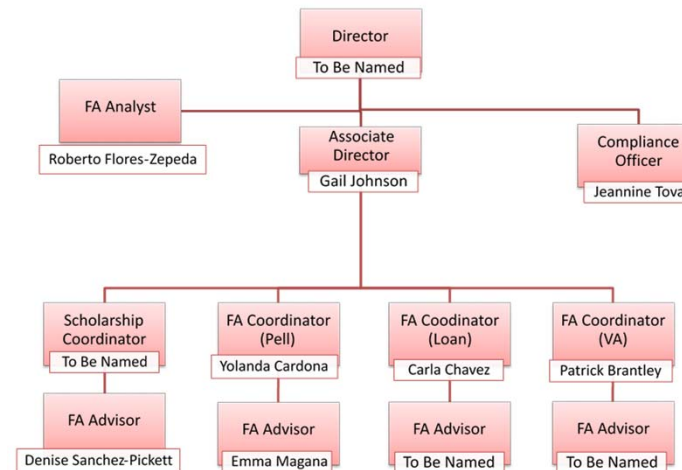
Enrollment Management Departments

Office of Admissions



tamusa.edu/admissions

Office of Scholarship and Financial Aid



tamusa.edu/financialaid

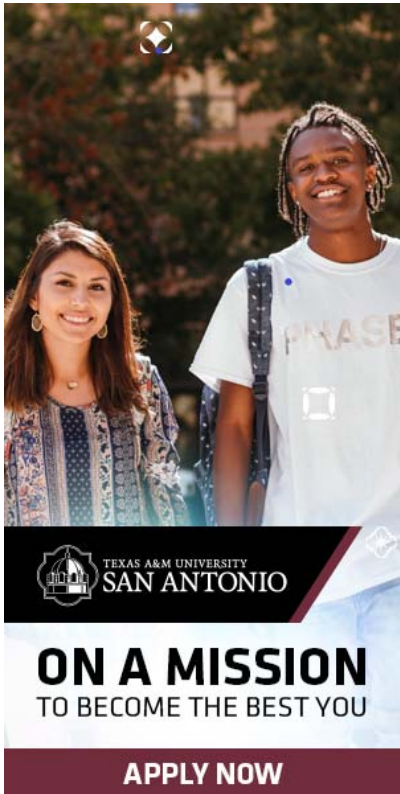


ON A MISSION
TO DEVELOP THE LEADER IN YOU

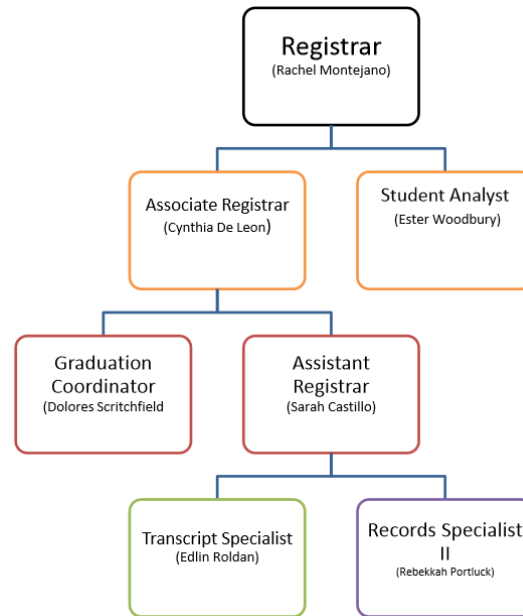
APPLY NOW



Enrollment Management Departments

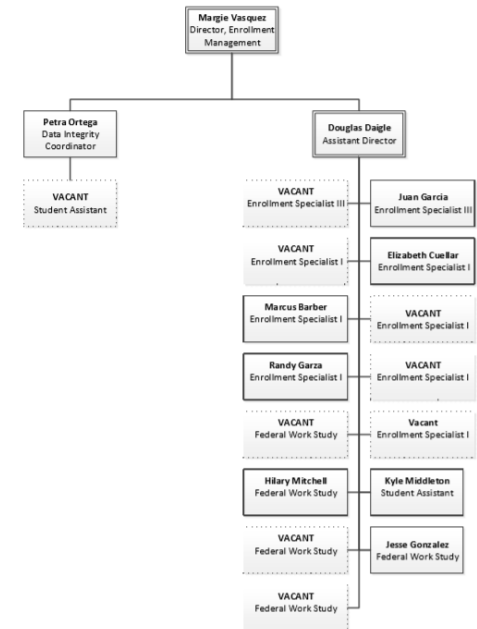


Office of the Registrar



tamusa.edu/registrar

Welcome Center



tamusa.edu/welcomecenter



Campus-Wide Enrollment Management Efforts

ENROLLMENT MARKETING AND COMMUNICATIONS

- New marketing material including view book, multiple transfer focused materials
- Digital marketing campaign targeting enrollment
- Enhanced communication plan including outreach to more than 35,000 high school seniors for fall 2019 and 50,000 high school sophomore/juniors starting fall 2020 and continuing students
- Welcome Center reaching out to new and continuing students





Campus-Wide Enrollment Management Efforts

ENHANCING THE STUDENT EXPERIENCE

- Online transcripts for current students
- Schedule Builder
- Updated campus tours
- Unique focus on freshman and transfer recruitment
- Regional recruiter – primary focus on Houston and regional recruitment events
- Student populations: Foster youth, Top 10% and Honors, Early College High School, DreamUSA
- Enhanced Financial Aid and Scholarship Plan





Campus-Wide Enrollment Management Efforts

COMMUNITY ENGAGEMENT

- Alamo Colleges electronic transcript sharing
- Transfer agreements and pre-articulation reports
- K-12 school district partnerships; counselor communications; regional counselor conferences
- Community college partnerships and collaborations





Be a Faculty/Staff Ambassador

- Feedback and information sharing
- Be an ambassador in the community
- Partner with EM to enhance student experience





Contact Us

Brandy McLelland

Vice President of Enrollment Management

brandy.mclelland@tamusa.edu

Melinda Thomas

Director of Admissions

melinda.thomas@tamusa.edu

Rachel Montejano

Registrar

rachel.montejano@tamusa.edu

Director of Financial Aid

Currently Vacant

Margie Vasquez

Director of Enrollment Management

margarita.vasquez@tamusa.edu



Dr. Cynthia Teniente-Matson

Convocation Spring 2019



Acting with Purpose, Making an Impact



Commissioner Paul Elizondo



Senator Frank Madla



Looking Back on a Year of Celebration





Harnessing the Power of the A&M System

Building the University of the Future



Student Profile - Fall 2018

FRESHMEN

77.82%

Hispanic (+10.08%)

63.43%

Bexar County residents (-0.30%)

60.83%

First Generation (-10.91%)



Jaguar March



Arise Transfer Dinner

TRANSFER

73.60%

Hispanic (+5.25%)

80.50%

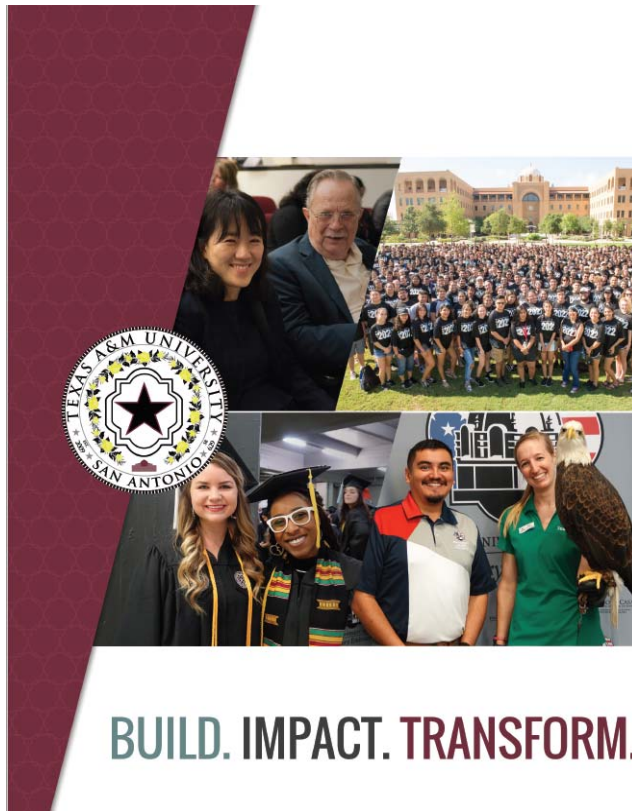
Bexar County residents (-2.05%)

58.86%

First Generation (-16.12%)



Guided by Our Strategic Plan



GOAL 1:

Become a national model for student and academic success embracing all students, particularly first generation and underrepresented communities, while achieving graduation and retention rates above the national average.

GOAL 2:

Continue to build academic excellence.

GOAL 3:

To achieve enrollment growth through strategic enrollment management, student-focused academic experiences, co-curricular programs and student-support services.

GOAL 4:

Engage in partnerships that advance student growth as well as create opportunities for faculty and staff engagement, scholarship and research.

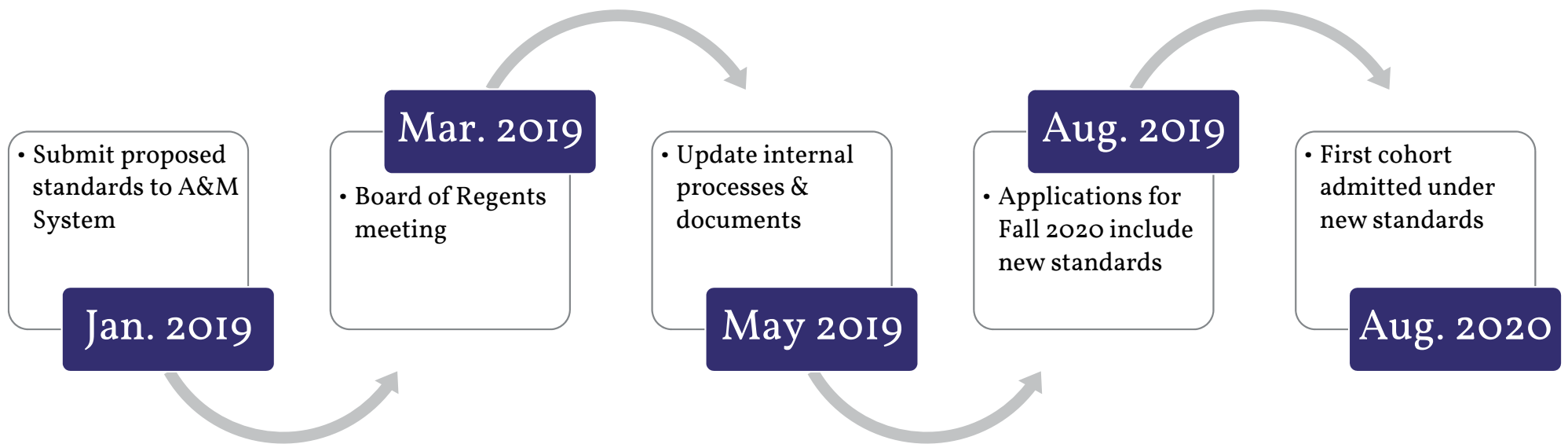


Proposed New Admissions Standards

Class Rank/GPA	SAT Composite Score (Old/New)	ACT Composite Score
Top 25%	No minimum	No minimum
GPA \geq 3.25	No minimum	No minimum
No minimum	1020/1100 or higher	22 or higher
3.00	900/980	19
2.50	940/1020	20
2.00	980/1060	21



Timeline for Proposed Admissions Standards





Innovative Academic Programs & Partnerships





State-of-the-Art Facilities for New Academic Programs

Science and Technology Building Phase II

Construction Feb. 27, 2018 – Jan. 11, 2019

Size 28,000 square feet

Cost \$9 million

Features 3 STEM 64-seat Classrooms
2 Engineering Technology Labs
Additional Faculty Office Space
Research Space

Second floor: Psychology research laboratories, engineering technology laboratories and psychology faculty offices

Third floor: Psychology research laboratories, physics research laboratory and a shared geology and Water Resource Science and Technology (WATR) laboratory, psychology and WATR faculty offices.





Henry G. Cisneros Institute

Preparing the Leaders of Tomorrow

**Made possible by
\$1 Million Pledge
from Dr. Cisneros**

- Co-curricular activities
- Community engagement opportunities
- Leadership speakers series
- Research program





2019 Quality Enhancement Plan

Addressing Quantitative Literacy

As described by SACSCOC, a sound Quality Enhancement Plan (QEP)

- (1) identifies a key issue(s) emerging from institutional assessment
- (2) focuses on learning outcomes and/or the environment supporting student learning and accomplishing the mission of the institution
- (3) demonstrates institutional capability for the initiation, implementation, and completion of the QEP
- (4) includes broad-based involvement of institutional constituencies in the development and proposed implementation of the QEP
- (5) identifies goals and a plan to assess their achievement.





Recognition for Institutional Excellence





PCOE Plans for the Spring

Funding for equity-minded events

Sponsorship Funds up to \$2,500 available for faculty, staff, students for both “single” and “multi” semester for:

- *Equity-related campus events*
- *Research that promotes university equity*

Special One-Time funding up to \$500 available to all faculty, staff, student activities/events; submit online “sponsorship application”

- *Applications can be made anytime.*

SAVE THE DATE

for our Spring 2019
Diversity Forum:

April 8 & 9



TEXAS A&M UNIVERSITY - SAN ANTONIO

President's Commission on Equity



The A&M-SA Campus of the Future

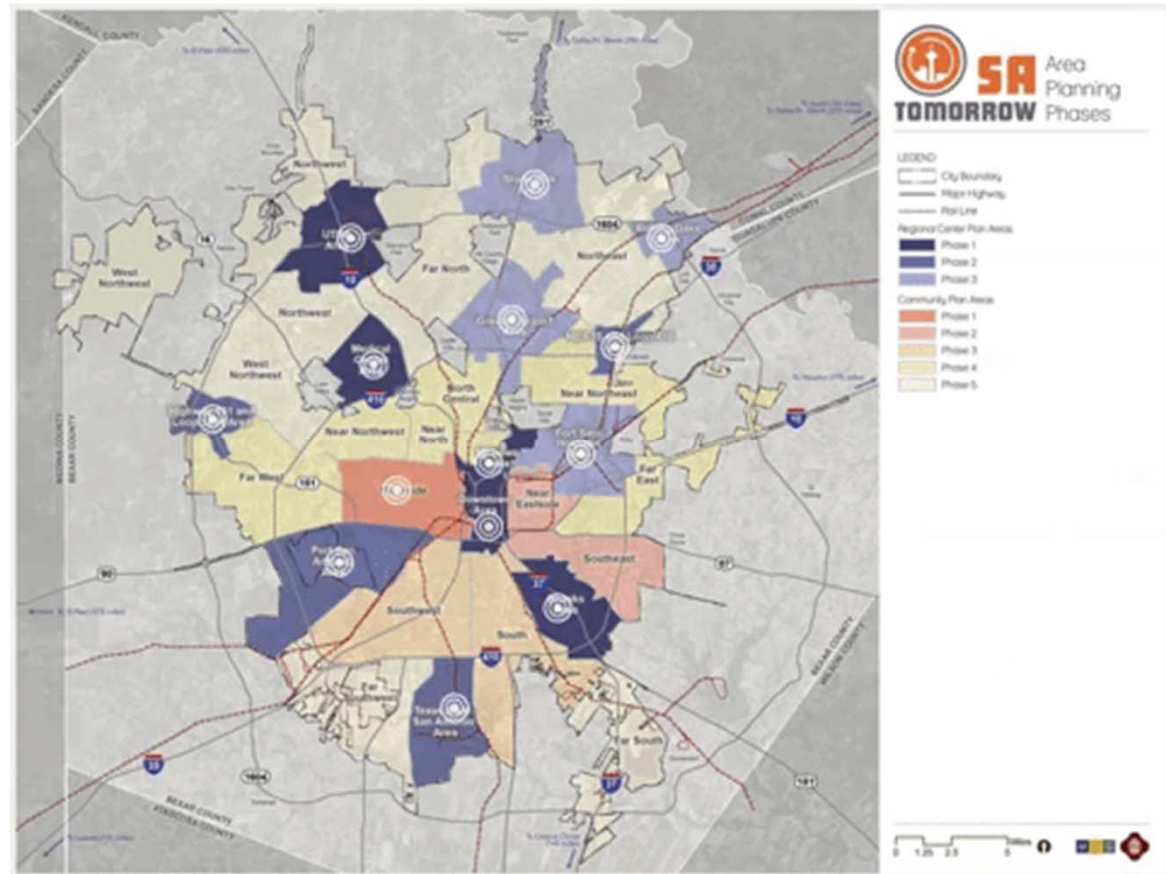




AROUND HERE
WE DON'T LOOK BACKWARDS
FOR VERY **LONG**...
WE **KEEP MOVING**
FORWARD,
OPENING UP NEW DOORS
AND DOING **NEW THINGS**
BECAUSE WE'RE CURIOUS...
AND **CURIOSITY**
KEEPS LEADING
US DOWN **NEW** PATHS

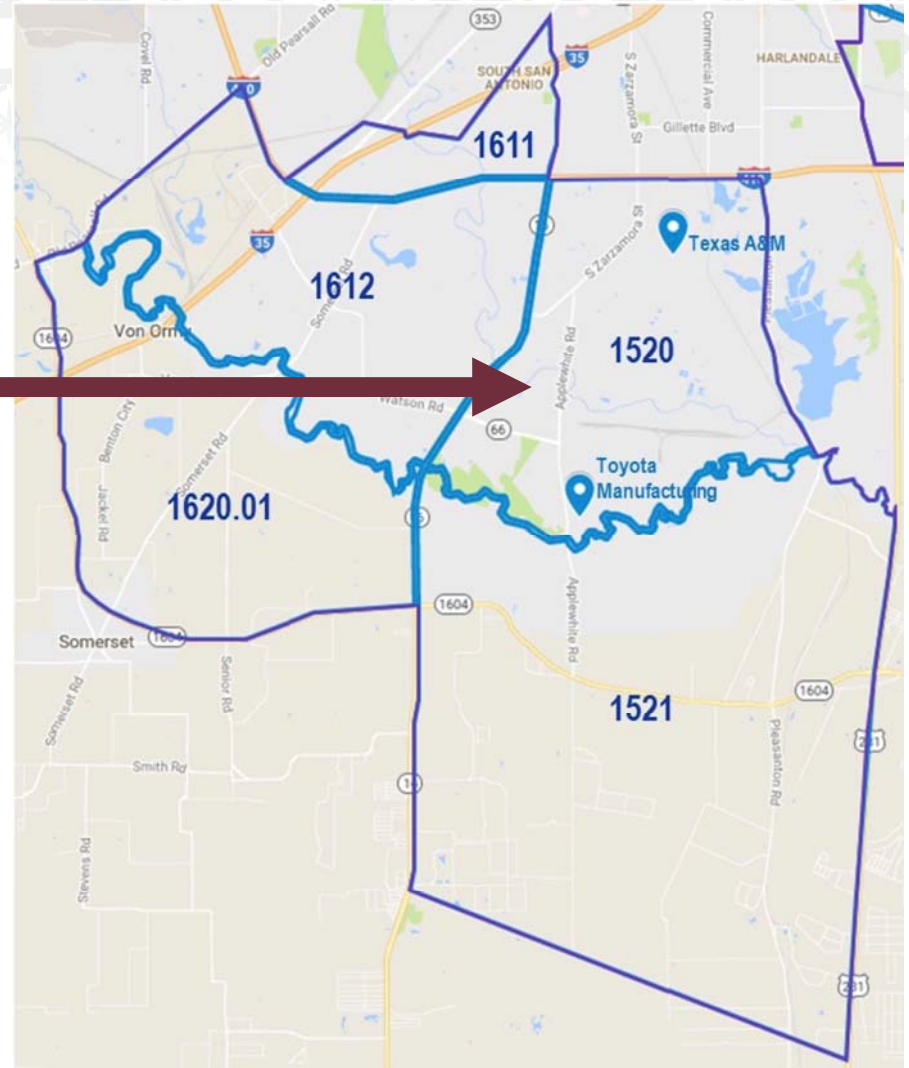
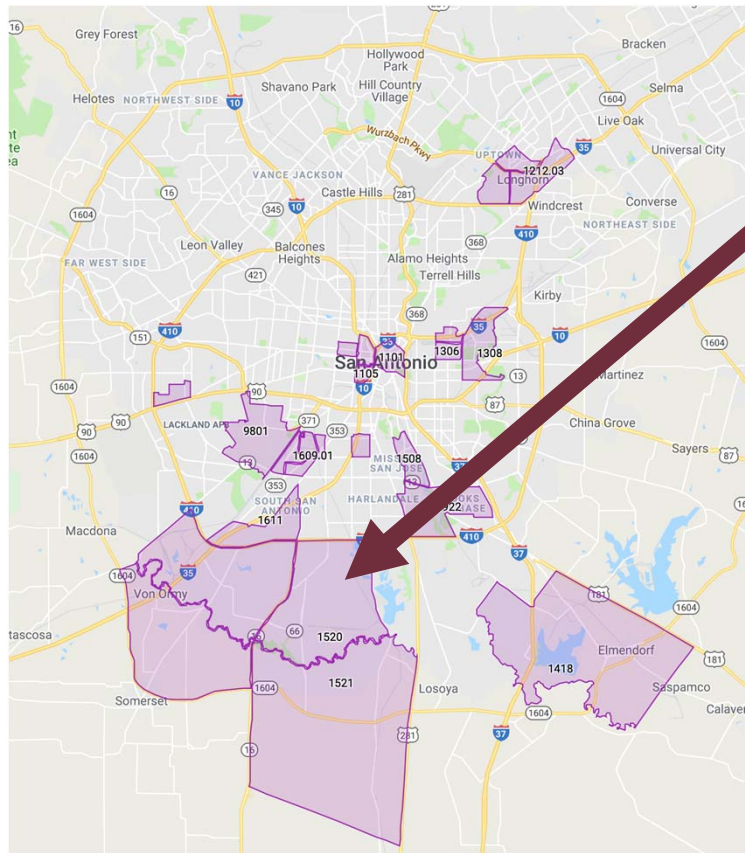


Building the San Antonio of Tomorrow



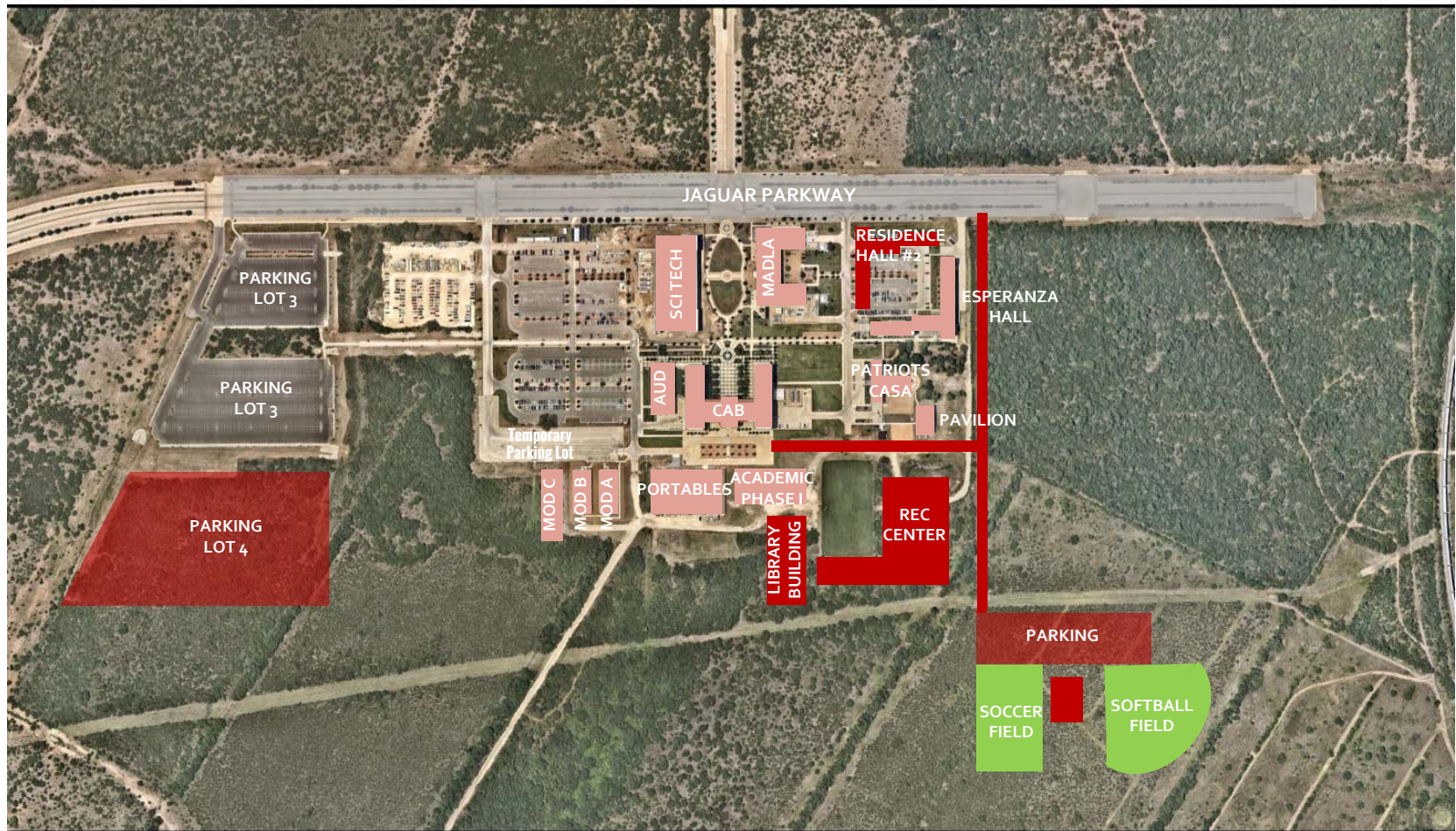


Opportunity Zones





Proposed Near-Term Growth





Proposed Recreation & Athletic Center

- Basic Rec Center
 - Gym/Arena/Exercise/Fitness/Weight Room/Rec Lockers
 - Rec Services Admin
 - Student Activities Lounge Suite/Gaming
 - Cafeteria (seats 150)
- Athletics
 - Offices/team locker rooms/trainer rooms
- Newman Center
- Bookstore
- E-Sports Room
- Banking Facility
- Optional: Indoor/outdoor track/biking/running trails



Athletics: Proposed Timeline

Jan. - Mar.
2019

- Work with Legislature to secure funding bill
- Inform students on Athletic Student Fee referendum
- Hold student referendum

Aug. 2019

- Board of Regents approval

Sept. - Oct.
2019

- Publicly announce initiation of a sports program
- Begin search for Director of Athletics
- Prepare application for NAIA and Red River Conference
- Begin arrangement for facilities

Nov. 2019 -
Feb. 2020

- Begin search for coaches and staff

Mar. - Aug.
2020

- Approved membership in NAIA and Red River Conference
- Recruit student athletes

2020-21

• **BEGIN
COMPETING**



Mission Village Site Today

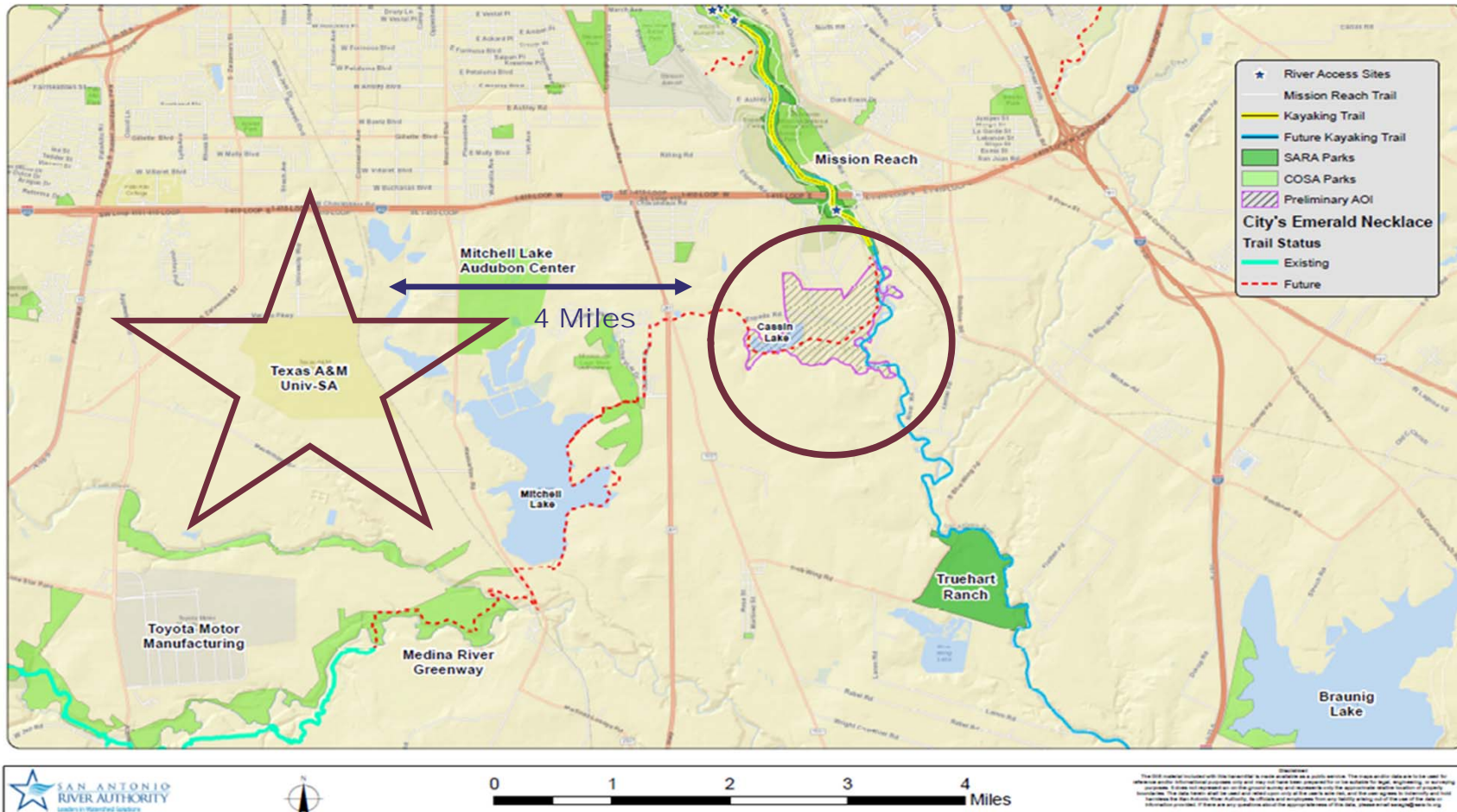


MISSION VILLAGE





Espada Property - TJX Gift





Celebrating a Major Milestone



TEXAS A&M UNIVERSITY
SAN ANTONIO

CELEBRATING 10 YEARS

Please visit **tamusa.edu/10year**
for updates on our year-long celebration.



**The best way to
predict the future
is to create it.**

Peter Drucker

