

**A Faculty Senate**  
**RESOLUTION**  
**On Student Recruitment and Retention**

Whereas, according to the Stephen F. Austin State University Strategic Plan 2013: *Preparing for the Future*, Initiative 1, Strategy 1 the University will, "Raise freshmen admission standards to be effective no later than Fall 2012."

and,

Whereas, according to the Stephen F. Austin State University Strategic Plan 2013: *Preparing for the Future*, Initiative 3, Strategy 1 the University will, "Develop unit goals and incentives for discipline-specific and interest-specific recruitment by February 2009."

and,

Whereas, according to the Stephen F. Austin State University Strategic Plan 2013: *Preparing for the Future*, Initiative 3, Strategy 2 the University will, "Develop unit goals and incentives for discipline-specific and interest-specific retention by February 2009."

and,

Whereas, according to the Stephen F. Austin State University Strategic Plan 2013: *Preparing for the Future*, Initiative 3, Strategy 3 the University will, "Increase retention of first-time, full-time freshmen for one year to 70 percent by 2012."

and,

Whereas, according to the Stephen F. Austin State University Strategic Plan 2013: *Preparing for the Future*, Initiative 5, Strategy 5 the University will, "Increase service-learning opportunities in each college."

**Therefore, be it resolved that:**

The Faculty Senate of Stephen F. Austin State University supports the improved connection between students and faculty by making student photos and campus identification numbers available to faculty within our Luminis platform (mySFA), along with the following prioritized list of strategies to increase the recruitment and retention of better students:

1. Raise entrance requirements. Specifically, publicize the heightened requirements to improve image of SFA.
2. Fund University-produced brochures for each department, created by faculty within the respective departments (1,000 full-page color brochures).
3. Give awards to students for building academic identity within departments.
4. Grant course-load release time for an outreach coordinator in each department.
5. Give an award to a student in each college for outstanding work representing SFA within secondary schools.

6. Award a \$50.00 stipend to each faculty member for each secondary school campus visit, up to 3 a year.
7. Disseminate better information to faculty on outreach strategies, such as a “Best practices for recruitment” seminar lead by faculty.
8. Give awards for outstanding faculty outreach in each college.
9. Award a one-time faculty financial bonus to departments that increase student enrollment through outreach. This one-time faculty financial bonus could be limited to an increase in students with an ACT, SAT, or class rank that lies within a desired range for two categories: numerical growth and percentage growth.
10. Encourage membership in clubs that create academic identity, i.e. Biology Club, Math Club, School of Honors, etc.