



MIDWESTERN STATE UNIVERSITY

Operating Policies & Procedures Manual

University Operating Policy/Procedure (OP) **OP 02.28: Vice President for Enrollment Management**

Approval Authority:	President
Policy Type:	University Operating Policy and Procedure
Policy Owner:	President
Responsible Office:	Vice President for Enrollment Management
Next Scheduled Review:	05/01/2024

I. Policy Statement

The Vice President for Enrollment Management at Midwestern State University (“MSU” or “University”), a component institution of the Texas Tech University System (“System” or “TTUS”), oversees the division responsible for all things related to student enrollment and providing leadership, programs, and enrollment strategies in support of institutional objectives. The Vice President for Enrollment Management is appointed by the President, subject to input from the TTUS Chancellor, and serves as a key member of the University’s senior leadership team and President’s Cabinet. Members of Cabinet work collaboratively and strategically across divisions and disciplines to promote the University’s mission and strategic plan.

II. Reason for Policy

This policy describes the general duties and responsibilities of the Vice President for Enrollment Management.

III. Application of Policy

This policy applies to all personnel reporting to the Vice President for Enrollment Management.

IV. Definitions

Not applicable.

V. Procedures and Responsibilities

A. Purpose

The Vice President for Enrollment Management is directly responsible to the President to provide leadership, coordination, planning, and administration of

enrollment management programs which are compatible with the philosophy and objectives of the University.

B. Responsibilities

Enrollment Management provides an environment that fosters student success beginning with recruitment and culminating with graduation. The Vice President for Enrollment Management is responsible for a collaborative program to attract, admit, enroll, and retain a qualified and diverse student body by providing and managing a comprehensive program of enrollment activities, including recruitment, admissions, financial aid, registration, international admissions and institutional effectiveness.

C. Offices and Programs

The Vice President supervises the following areas:

1. *Institutional Effectiveness*

The Office of Institutional Effectiveness (IE) collects and interprets statistical data for use by the University as well as other government agencies involved in the planning, policy formulation, decision-making, and administration of institutions of higher education. The Office of IE also provides assistance to faculty, staff, and administration in designing and implementing effective assessment plans as part of the University-wide assessment process.

The Director reports directly to the Vice President for Enrollment Management and may be assigned additional research and administrative duties as deemed appropriate. The Office of IE is responsible for maintaining a database to be utilized in preparing routine reports on enrollment, faculty workloads, graduation, and retention rates, responding to national statistical surveys and preparing reports which must be completed for federal, state, or regional accrediting agencies with responsibility for higher education, responding to questionnaires and requests for data or information in general, maintaining historical data in a database that can be utilized to produce ad hoc reports and serves as an information management system, utilizing a variety of measurement instruments and statistical methods to provide timely information and analysis to the President and the staff for use in assessment and planning purposes, and guiding the University-wide assessment process as it relates to institutional effectiveness and reaffirmation of accreditation with the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC).

2. *Undergraduate Admissions*

The purpose of the Admissions Office is to manage the recruitment and admission of students to the University as well as new student orientation activities. Activities include attending college day/night programs, creating recruitment communication plans and hosting special events for prospective students. This office is also responsible for recruiting students through high school/junior college visits, campus visits, college fairs, inquiry by phone, mail and internet, follow-up contacts. Duties include processing and maintaining undergraduate applications; evaluating transcripts, assessing residency for tuition purposes, maintaining receipt and entry of entrance exams, and deadlines. Other duties include issuing clearance of admission permits, awarding general academic merit undergraduate scholarships, and managing competitive tuition

waivers. The Director of Admissions reports to the Vice President for Enrollment Management.

3. *Financial Aid*

The Financial Aid Office (FAO) provides financial assistance to eligible students in the form of federal, state, university, and private grants, loans, and student-work programs and educates current and prospective students regarding various financial aid processes and programs. Responsibilities include processing electronic financial aid applications; processing student awards; certification and receipt of loan funds through electronic transfer; processing scholarship forms and refunds to students' accounts; and completion of federal and state reporting. In the event a student fails to enroll at the University, the office is responsible for the return of federal/state funds to the proper accounts. Activities also include monitoring Satisfactory Progress (SAP), providing counseling on debt management, short-term payment plans, and textbook voucher information, as well as, financial aid workshops for current and prospective students and high school counselors. The Director of Financial Aid reports to the Vice President for Enrollment Management.

4. *Registrar*

The Office of the Registrar is committed to serving the students, faculty, and public by providing the permanent academic records of Midwestern State University, verifying enrollment, directing the student registration process, and auditing student records for completion of graduation requirements. The Registrar is directly responsible to the Vice President for Enrollment Management and supervises the work of the individuals assisting in these student record functions. Other areas of responsibility that are in the Office of the Registrar include veteran's affairs and certification of athletes, and compliance with state policies regarding the TSI (Texas Success Initiative). The Office of the Registrar is responsible for the production of the Schedule of Classes and serves as the editor for the production of the MSU Catalog. The Office of the Registrar will be responsible for the organization of statistical material for use by various college and state agencies; will submit reports concerning the official standing of students to the students and appropriate academic offices; and will provide transcripts of student records subject to appropriate limitations. Other areas in which the Office of the Registrar oversees are Imagine Graduation and commencement ceremonies.

VI. **Related Statutes, Rules, Policies, Forms, and Websites**

Related Rules:

TTUS [Regents' Rules 02.03.3: Presidents' Appointments](#)

Related Policies:

[MSU OP 01.03: Organization of Midwestern State University](#)

[MSU OP 02.20: Administration Selection Process](#)

VII. **Responsible Office(s)**

Office of the Vice President for Enrollment Management

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VIII. History

22 Dec. 2021: University enrollment management was previously handled by the Vice President for Administration and Institutional Effectiveness (MSU Policy/Procedure 2.339) and before that by the Vice President for Student Affairs and Enrollment Management (MSU Policy/Procedure 2.340).

Revised this date to reflect the current duties and expectations of the Vice President for Enrollment Management and all areas that report to the Vice President. It is renumbered and renamed OP 02.28: Vice President for Enrollment Management, and approved by MSU Interim President James Johnston.