

Our Core Values

CHRIST-CENTERED

We are anchored in Jesus Christ and aspire to serve Him and His church in all that we do.

STEWARDSHIP

We practice faithful stewardship of our God-given time, talents, and treasures.

EXCELLENCE

We expect excellence in all our endeavors to support CUW's mission.

TRUTH & INTEGRITY

We speak truth and display integrity in all our relationships.

INTEGRATION OF FAITH & LEARNING

We integrate faith and learning.

GLOBALLY-MINDED

We are global-minded in ministry, education, and outreach.

TRANSFORMATIONAL LEARNING

We engage students in transformational learning.

COMMITMENT TO SOCIETY

We are committed to influencing society in light of our Christian life-view.

Our Critical Targets & Goals

STUDENT & FACULTY GROWTH & DEVELOPMENT

Our students and faculty integrate faith and learning as they strive for academic excellence and demonstrate their faith through service to Christ, church, and the world.

SERVANT LEADERSHIP

Curricular and co-curricular endeavors inspire Concordia community members to embody service and leadership in a Christ-like manner.

CULTURE OF ASSESSMENT

CUW assesses all processes, programs, and people involved in the fulfillment of our mission.

FINANCIAL RESOURCES

CUW attracts students to enroll, and inspires stakeholders to contribute the financial resources that enable the university to pursue its mission.

FACILITIES STRATEGY

CUW designs its facilities to emphasize stewardship that glorifies God and creates beautiful and functional places for its constituents.

MANAGED GROWTH

CUW manages growth by balancing existing programs with new opportunities in a mission-minded, data-driven, and fiscally responsible manner.

COMMUNITY/STAKEHOLDER/EXTERNAL COMMUNITY

CUW serves its internal and external communities in a Christ-like manner; this service is so valuable they become vested in its mission.

Enrollment Services Unit

Purpose Statement

The Enrollment Services unit at Concordia University Wisconsin exists to recruit qualified students who fit our mission for traditional undergraduate and graduate studies.

Primary Responsibilities

1. Recruit **traditional undergraduate students** for the university
2. Recruit **graduate students** for the university
3. Manage the **financial aid services** for students at the university

Critical Targets & Goals

Traditional Undergraduate Students Enrollment Services successfully recruits traditional undergraduate students who embrace the mission of CUW.

Graduate Students Enrollment Services successfully recruits graduate students who embrace the mission of CUW.

Financial Aid Enrollment Services provides financial aid which enables students who embrace our mission to afford an education at CUW and the university to manage its resources effectively.

Enrollment Services Goals & Objectives

Goal #1 Traditional Undergraduate Students Enrollment Services successfully recruits traditional undergraduate students who embrace the mission of CUW.

2007-2008	2008-2009	2009-2010
1. By August 2008, 650 new students will have enrolled in the traditional undergraduate programs.		
2. By August 2008, document scanning of admissions data will be utilized to enter data into the Banner system.		
3. By August 2008, minority enrollment will increase by 50 additional students.		
4. By August 2008, the average ACT score for incoming freshmen will increase from the previous year.		
5. By August 2008, the average grade point average for incoming freshmen will increase from the year before.		

Goal #2 Graduate Students Enrollment Services successfully recruits graduate students who embrace the mission of CUW.

2007-2008	2008-2009	2009-2010
1. By August 2008, there will be a 20% increase in enrollment in graduate programs from the previous year.		
2. By August 2008, the Occupational Therapy program will have a waiting list for acceptance into the program.		
3. By August 2008, the Physical Therapy program will have a waiting list for acceptance into the program.		
4. By August 2008, we will double the enrollment in EAG cohort programs .		
5. By August 2008, document scanning of admissions data will be utilized to enter data into the Banner system.		

Goal #3 Financial Aid Enrollment Services provides financial aid which enables students who embrace our mission to afford an education at CUW and the university to manage its resources effectively.

2007-2008	2008-2009	2009-2010
1. By August 2008, we will attain a 35% discount rate for financial aid.		
2. Within 5 working days of receiving a student file, an award letter will be sent to the student.		