ANNUAL WORK PLANS: AUG 2025-AUG 2026-SUMMARY

Thematic Working Group 1: Student Recruitment and Enrollment Growth

Merged Plan 1	Outcome(s)	Responsible
Create Academic Recruitment Council to inform and guide school recruitment efforts.	• Streamlined recruitment, improved departmental collaboration, and consistent strategies.	**Kathleen Stallings**
Complete Brand Refresh and Collectively Increase Brand Awareness.	• Increased brand consistency and awareness across all units.	**Rosie O'Beirne**
Expand Marketing and Recruitment Education.	• Increased unit's participation in the academy. Increased usage of salesforce.	**Annee Cook Kathleen Stallings Mary Wallace**
Develop and Launch Unified Recruitment Campaign for 2026.	• Increased inquiries, applications, and yield. • Increased campaign engagement rates. 100% adoption by schools and colleges.	**Annee Cook**
Develop a cohesive graduate marketing strategy aligned with central university recruitment goals.	• Increased adoption and usage of recruitment toolkits and degree sheets. Increased web traffic, inquiries and applications.	**David Schneider Kristy Barlow Rosie O'Beirne Annee Cook Evan Thraikill Jenny Douglas**

Merged Plan 2	Outcome(s)	Responsible
Ensure core materials introducing students and parents to each academic department are translated into Spanish.	• Increased enrollment & goodwill between parents & UAB.	**Andrew Colson Annee Cook Carmen Novoa**
Enhance UAB's Online Presence and Support for Military Populations	• Improved user experience, streamlined experiential credit assessment, increased military enrollment, customized online programs, and Gold Ribbon status for graduates.	**Alyssa Wyant Demetrius Pearson Hayley Zorn**
Modernize UAB Websites into a new content management system called Acquia. ***This item has been submitted as a one-time request from MarComm for the 25-26 budget call. (On hold)***	• Increased organic search traffic and visibility of academic programs. • Improved click-through rates and engagement on recruitment pages. • Enhanced funnel performance (inquiries, applications, conversions). • Measurable gains in SEO performance (domain authority, keyword rankings). • Positive user experience testing and survey feedback. • Compliance with accessibility and mobile standards (WCAG 2.1).	**Evan Thraikill Hayley Zorn Rachel Moorehead**
Create and launch a chatbot using UAB's public information, define requirements, test and modify, assign an owner, and explore extending capabilities for personalized data queries. (moves to TG1)	• Easy access to answers without navigating multiple UAB webpages. • Personalized information retrieval through extended chatbot.	**Rosie O'Beirne Brian Rivers**

- Reduced student frustration. - Increased student satisfaction.	

Plan 3	Outcome(s)	Responsible
Connect with the two community colleges in Alabama that are identified as emerging Hispanic Serving Institutions.	A robust support program expanding Latinx student enrollment.	**Sarah Engle**

Thematic Working Group 2: Student Engagement, Retention and Student Success

Merged Plan 1	Outcome(s)	Responsible
Develop and implement a comprehensive undergraduate communication plan that expands the university's current outreach tracking and management strategy, ensuring coordinated methods for connecting with students.	● A system or dashboard in place by the end of the project to track outreach efforts and student engagement across all new and existing methods. 80% of students surveyed indicate the communications they received were timely and relevant by the end of the academic year.	**Elizabeth Burns Wes Peterson Kathleen Pridgen Wilton Murphy Angela Sullivan Lauren Cotant**
Create a unified, student-centered communications strategy focused on modernizing messaging and transforming the student-facing digital experience.	● Increase engagement rates for student newsletters, website metrics, student survey.	**MarComm**
Develop a clear and accessible outline/map of current resources, policies, practices, and initiatives that support the health and wellbeing of students and use the outline/map to evaluate existing efforts, pinpoint gaps and redundancies, and identify opportunities for enhanced collaboration and communication.	● Reoriented resources, practices and initiatives into a coherent easy to communicate set.	**Kathleen Pridgen**

Plan 2	Outcome(s)	Responsible
Expand orientation focus for online graduate students.	● Improved online graduate students' preparation, community integration, satisfaction, and long-term success.	**Kristi Barlow David Pollock**

Plan 3	Outcome(s)	Responsible
Model a Classroom-to-Career (C2C) program (like the one at UT San Antonio) that enhances career-focused learning).	- UAB C2C framework tailored to our students. - Centralized online C2C resources. - Physical office for C2C opportunities. - C2C integration in First Year Experience. - Capacity building for C2C infrastructure & implementation. - Equal access to experiential learning and development.	**Lauren Cotent** **David Schneider** **Gareth Jones** **Chris Minnix** **Lauren Rast** **Rita Stewart** **Neil Adams**

Thematic Working Group 3: Infrastructure & Data Driven Decision Making

Merged Plan 1	Outcome(s)	Responsible
Develop a comprehensive outline of essential outcomes and core elements for the First- and Second-Year Experience at the university, ensuring alignment with relevant Blazer Core Curriculum outcomes.	• Defined learning outcomes. • Alignment with the Blazer Core. • Cross Unit Input and Review. • Programmatic Integration Plan. • Assessment Recommendations	**Kristin Chapleau** **Eva Lewis** **Chris Minnix** **Stephanie Heupel**
Identify and define existing student engagement activities across campus, evaluate the effectiveness and consistency of current tracking tools, and provide recommendations for where standardization or integration could enhance engagement data quality and coordination.	• Engagement activities identified and documented. • Tracking tools or methods cataloged. Key areas of duplication or inconsistency noted.	**Mary Wallace** **Jaret Langston** **Natalie Hopper**
Create and maintain an inventory of systems, data, and their owners, develop a student data navigation guide, and organize student data and reports into accessible and requestable categories.	• Navigation guide for locating or requesting student data. • Reduced confusion in obtaining data and reports. • Timely access to data via a catalog.	**Libby Worthington** **Eva Lewis**
Define and record key engagement activities, identify end users and their needs, recommend data collection platforms and methods, and designate an owner to ensure data accuracy.	• A single access point for student engagement data with tiered privileges based on need.	**Mary Wallace** **Jaret Langston**
Establish a cross-functional source code initiative.	• Completion of an integrated source code funnel analysis for the 2024–2025 cycle.	**Evan Thraikill** **Jaret Langston**

	● Reduction in data sync errors between Banner and Salesforce. ● Increased Marketing Cloud engagement rates (open, click-through, conversion). ● Improvement in goal achievement rates- A/B testing outcomes. ● Increased yield rates by source code. ● Increased re-engagement conversion rate from the admitted students still interested in UAB.	**Andrew Colson** **Ken Pruitt**

Plan 2	Outcome(s)	Responsible
Implement Salesforce Education Cloud and Slack Enterprise Grid as a unified Student Success Platform.	● Reduction in time-to-resolution for student issues. ● Usage metrics for Slack, chatbot, and case management. ● Increased student engagement across advising, tutoring, and support services. ● Performance on predictive analytics (e.g., outreach to flagged students). Centralized reporting dashboards for key support metrics.	**Bradley Barnes** **Rosie O'Beirne** **Evan Thraikill** **Robert Howard** **John R. Jones** **Deborah Littleton**

Thematic Working Group 4: Policy and Program Enhancements

Merged Plan 1	Outcome(s)	Responsible
Develop an online program roadmap and goals for new or upcoming programs.	• A clear roadmap and goals for transitioning prioritized programs online starting with B.S. General studies and B.A. Sociology.	**Cristin Gavin Eric Ford David Pollock Cynthia Terry**
Develop 8-week courses to enhance speed to degree, financial aid, and overall retention.	• Implemented lower-level, sequential Blazer Core courses with registration caps to manage workload.	**Cynthia Terry**

Merged Plan 2	Outcome(s)	Responsible
Identify clear communication and consistency of cost and propose changes to better align with competitors.	• Realigned and clearly communicated tuition rates.	**Bradley Barnes Andy Hollis Karen Kennedy**
Renegotiate Birmingham Promise agreement so that it is no longer a last-dollar scholarship, allowing scholarship money to apply to housing and meal plan.	• Increased enrollment of BMPR students.	**Bradley Barnes Tom Brannan David Dada**
Change Transfer scholarship policies to better incentivize transfer students from both Alabama and out-of-state (OOS) and encourage BSMART Application completion.	• Increased yield of scholarship-eligible students from OOS transfer • Increased completion rates for the BSMART General Application for each transfer cohort • Increased yield of Presidential Scholarship awardees • Increased participation in and utilization of Transfer Student Organization in student-to-student recruitment.	**LaShaundria Thomas Meredith Kahl Jennifer Griffin**

Merged Plan 3	Outcome(s)	Responsible
Identify and address both individual and system-level enablers and barriers to the adoption and practice of Forging Ahead shared values "WE CARE" developing and implementing evidence-based strategies to foster a supportive and nurturing environment for student success.	• Development of a culture of care that is student-centered, not at the expense of the health and wellbeing of the staff and faculty.	**Wendy Reed** **Holly Holliday Jones** **Angela Stowe**
Develop policies, practices, and training that contribute to a successful student body comprised of thriving students.	• Student populations that have enhanced perception of organizational support, trust in leadership, and greater overall wellbeing.	**Mary Wallace** **Mica Harrell** **Michelle Robinson**

Plan 4	Outcome(s)	Responsible
Assess change readiness, attitudes towards change, and individual readiness in faculty and staff (i.e., understand if faculty and staff have the structural resources needed to take on education and training related to student success and support organizational culture change; make sure faculty and staff understand why they will need to take on additional education and training.	• A supportive environment for change; understand resources needed to support change; increased likelihood of accomplishment of goal; faculty/staff who are engaged and motivated to enact change;	**Laurence Boitet** **Susan Coan** **Maryann Bodine-Alsharif**