Unit level report 2013
Department: Enrollment Services

Unit Missions

**ADM Mission Statement**

Mission statement
To encourage, support, and monitor the needs of students in our region through effective communication. To admit a student population that will play a vital role in achieving the mission of the University and contribute knowledge, understanding, and leadership to our culture.

Related Items
There are no related items.

**ENR Mission Statement**

Mission statement
To encourage, support, and monitor the needs of students in our region through effective communication. To admit a student population that will play a vital role in achieving the mission of the University and contribute knowledge, understanding, and leadership to our culture.

Related Items
There are no related items.
Unit Goals

ADM 2013_02: Campus involvement
Start: 7/1/2012
End: 6/30/2013

Unit Goal
1. Identify and develop relationships with campus constituencies who can aid in the process of recruiting new students.

Evaluation Procedures
1. Through the development of relationships with alumni, faculty, staff, and current students, a greater level of involvement will be achieved in: recruiting events, college fairs, and campus visit days.
2. A campus wide network will be developed to keep faculty and staff informed and involved in all aspects of recruiting.
3. A campus committee will be formed to assist in identifying new plans for recruitment.

Actual Results of Evaluation
The Director of Admissions did not return following the winter break. The position was evaluated and it was determined that a Director of Recruiting (DOR) position was a better indicator of the position responsibilities. A DOR was hired in mid-April.

With the above changes, this goal was not meet.

Use of Evaluation Results

Related Items
SP2.Ind01: Enrollment

ADM 2013_03: Evaluation
Start: 7/1/2012
End: 6/30/2013

Unit Goal
1. Improve Evaluation Procedures

Evaluation Procedures
1. To accurately judge our level of effectiveness, track all contact with prospective students; phone calls, letters, email, and marketing materials. These points of contact will be tracked through Banner.

Actual Results of Evaluation
Communication plans and letter generation were implemented so that all mailable materials are tracked on each student record.

Phone calls and emails have not yet been tracked.

Use of Evaluation Results

Related Items
SP4.Ind09: Institutional review process / Accreditations/IE

Adm 2013_01: Territory realignment
Start: 7/1/2012
End: 6/30/2013

Unit Goal
1. Expand recruiters coverage area, by restructuring territories.

Evaluation Procedures
1. Expansion of territories will enhance outreach opportunities; an increase in the number of inquiries, admitted, and registered students.

Actual Results of Evaluation
Territory realignment was completed; however, the success of the realignment will not be evaluated until final enrollment figures are available at the end of August.
Use of Evaluation Results

Related Items

ENR 2013_01: Banner
Start: 7/1/2012
End: 6/30/2013

Unit Goal
Increase usage of Banner student system which may include training, table creation, and module implementation.

Evaluation Procedures
More comprehensive reports, instead of running 2 or 3 reports only 1 will be run.

Less population selections will be written.

A comprehensive list of communications to prospective students will be available.

Actual Results of Evaluation
More comprehensive reports were not created. This is an ongoing process.

Communication plans and letter codes were created for every mailout that is sent to prospective students. Tracking the number and type of communication for each student is now available through Banner SUAMAIL.

An excel database was created for use by the recruiters; they are able to enter inquiry data into that database and then upload the file to Banner. This database provided for quicker turn-around of data entry which also allowed communication to inquire within one week of submission. Time saved in data entry was equivalent to more than 40 hours.

Use of Evaluation Results
More efficient use of Banner - increased reports, less time for data entry, tracking of communication flow to prospective students. Staff members will access reports more readily.

Related Items

ENR 2013_02: Director of Admission
Start: 7/1/2012
End: 6/30/2013

Unit Goal
Fully train the Director of Admission

Evaluation Procedures
The focus of the Director of Admissions will be recruiting. The DOA shall be considered proficient when he has a clear understanding of all recruiting processes. These processes may include: hiring and training new recruiters, college fair scheduling, travel procedures, best practices in campus tours, best uses of student recruiters, developing relationships with campus constituencies, understanding of enrollment data. The DOA may become proficient in these areas by traveling with the recruiting staff, working closely with the Dean of Enrollment Management, and attending appropriate seminars and workshops.

Actual Results of Evaluation
The individual serving as Director of Admissions was not the right fit and as a result did not return after the winter break. This position was re-titled to Director of Recruiting (DOR) to better reflect the expectations and responsibilities. A DOR was hired in mid-April and the training process is ongoing.

Use of Evaluation Results
Expansion of recruiter knowledge and involvement leading to an increase in first-time student enrollment.

Related Items

ENR 2013_03: Website
Start: 7/1/2012

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End: 6/30/2013

Unit Goal
Redesign the Office of Admissions website to be more user friendly and align more closely with printed publications.

Evaluation Procedures
The look and feel of the website will match that of the printed marketing materials.

Information concerning recruiting, admissions, and scholarships will be easily accessible.

Actual Results of Evaluation
The website redesign has been postponed until summer 2014 to coincide with the launch of Recruiter by Ellucian.

Use of Evaluation Results
Increased number of online admission applications and scholarship applications.

Related Items

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ENR 2013_04: Enrollment
Start: 7/1/2012
End: 6/30/2013

Unit Goal
Increase enrollment of first-time students.

Evaluation Procedures
Final enrollment figures.

Actual Results of Evaluation
This goal cannot yet be measured as final enrollment figures for Fall 2013 will not be available until the end of August. However, a year to date comparison shows the following:

Fall 2012 enrollment (as of July 19, 2012):
First-time freshmen - 326
First-time transfers - 181

Fall 2013 enrollment (as of July 18, 2013):
First-time freshmen - 289
First-time transfers - 230

Use of Evaluation Results
An increase in first-time students will help offset the annual fall enrollment declines the University has experienced in returning students. From 2009 to 2012, the undergraduate enrollment has declined from 3115 to 2742 or 13.6%. For the same period, first-time student enrollment has declined from 991 to 926 or 7%.

Related Items

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Section IV.a

Brief Description

Judgment
☐ Meets Standards  ☐ Does Not Meet Standards  ☐ Not Applicable

Narrative
Section IV.b

Comparative data
Enrollment, CHP, majors, graduation rates, expenditures, trends, etc.

Judgment
☐ Meets Standards ☐ Does Not Meet Standards ☐ Not Applicable

Narrative
Section IV.c

Diversity Compliance Initiatives and Progress

Judgment

☒ Meets Standards ☐ Does Not Meet Standards ☐ Not Applicable

Narrative
Section IV.d

Economic Development Initiatives and Progress

**Judgment**

- [ ] Meets Standards
- [ ] Does Not Meet Standards
- [ ] Not Applicable

**Narrative**
Section IV.e

Grants, Contracts, Partnerships, Other Accomplishments

Judgment

☐ Meets Standards ☐ Does Not Meet Standards ☐ Not Applicable

Narrative
Section IV.f

Service Learning Data
List of projects, number of students involved, total service learning hours, number of classes, faculty involved, accomplishments.

Judgment
☐ Meets Standards  ☐ Does Not Meet Standards  ☐ Not Applicable

Narrative
Section IV.g

Strategic Plan Data
Only use this section if you have strategic plan info to report that is not covered in other areas of your report.

Judgment
☐ Meets Standards  ☐ Does Not Meet Standards  ☐ Not Applicable

Narrative
Section IV.h

Committees Reporting To Unit
Each unit includes in the annual plan and report a list of the committees whose work impacts that unit or any other aspect of the university; along with the list will be a notation documenting the repository location of the committee files and records. Committee actions affecting the unit’s goals may be noted in other applicable sections of the annual reports. Not required to be included in the unit’s annual plan and report, but required to be maintained in the repository location, will be a committee file that includes, for each committee: Mission and by-laws, Membership, Process, Minutes.

Judgment
☐ Meets Standards  ☐ Does Not Meet Standards  ☐ Not Applicable

Narrative
Section V.a

Faculty (Accomplishments)
Noteworthy activities and accomplishments

Judgment
☑ Meets Standards ☐ Does Not Meet Standards ☐ Not Applicable

Narrative
Section V.b

Staff (Accomplishments)
Personnel:
Debbie Heslep, Ed.D., MBA, BBA - Dean of Enrollment Management and Director of Admissions Marketing
Rodney Martin, M.Ed, BSE - Director of Admissions
Chris Gaines, M.Ed, BSE - Coordinator of Transfer Admissions
Angela Carter, MBA, BBA - Senior Admissions Recruiter
Bradley Davis, BSIS - Admissions Recruiter
Reeves Gaddy, BBA - Admissions Recruiter
Ashley Neal, BS - Admissions Recruiter
Kelsey Walker, BA - Admissions Recruiter
Suzanne Ogelsby - Administrative Clerk
Tammy Wessman - Admissions Clerk

Judgment
☒ Meets Standards ☐ Does Not Meet Standards ☐ Not Applicable

Narrative
Section V.c

Administrators (accomplishments)

Judgment

☐ Meets Standards  ☐ Does Not Meet Standards  ☐ Not Applicable

Narrative
Section V.d

Position(s) requested/replaced with justification

Judgment

- [ ] Meets Standards
- [ ] Does Not Meet Standards
- [ ] Not Applicable

Narrative
Section V.e

Recommended Change(s) of Status
Change in title: Director of Admissions to Director of Recruiting to better reflect responsibilities of position.

Judgment
☐ Meets Standards  □ Does Not Meet Standards  □ Not Applicable

Narrative
Section VI.a

Changes Made in the Past Year

Judgment

☐ Meets Standards  ☐ Does Not Meet Standards  ☐ Not Applicable

Narrative
Section VI.b

Recommended Changes for the Coming Year

Changes in Personnel:
Debbie Heslep, Ed.D., MBA, BBA - Dean of Enrollment Management and Director of Admissions Marketing
Chris Gaines, M.Ed, BSE - Director of Recruiting
Aleia Segars, MBA, BBA - Coordinator of Admissions
Bradley Davis, BSCD, BSIS - Coordinator of Transfer Recruiting
Angela Carter, MBA, BBA - Senior Admissions Recruiter
Katelyn Hulett, BS - Admissions Recruiter
Diana McLemore - MBA (pending May 2014), BBA - Admissions Recruiter
Alyssa Shetley, BBA - Admissions Recruiter
Jeanna Wilkes, MBA (pending May 2014), BSIS - Admissions Recruiter
Suzanne Ogelsby - Administrative Clerk
Bobbi Wiley, BBA - Admissions Clerk

Judgment
☒ Meets Standards ☐ Does Not Meet Standards ☐ Not Applicable

Narrative