

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.



 territories

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

  [SP2.Ind01: Enrollment](#)

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.

Fewer 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 inquirees 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

  [SP3.Ind04: Technology training](#)

  [SP4.Ind08: Campus Efficiencies](#)

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

  [SP3.Ind08: Evaluations](#)

  [SP3.Ind09: Professional development](#)

ENR 2013_03: Website

Start: 7/1/2012

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

 [SP4.Ind07: Website](#)



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

 [SP2.Ind01: Enrollment](#)

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