



Delta State University

Annual Report

Office of Enrollment Management and
Admissions and Recruiting

Academic Year 2006-2007

**Office of Enrollment Management and
Admissions and Recruiting
Annual Report**

For Academic Year 2006-2007

I. Unit Title: Office of Enrollment Management and Admissions and Recruiting

Division: Student Affairs

Unit Administrator: Debbie Heslep

II. Educational Program Learning Outcome Assessment Plan:

Learning Outcomes	Audience	Assessment Measures	Criteria	Timetable
Not Applicable				

III. Division/Department Goals for 2006-2007

A. Department Goal One

Create multiple evaluation tools. The Office of Admissions and Recruiting will use surveys distributed in various methods (direct mail, online, and telephone) to evaluate campus tours, high school visits, and on-campus recruiting events.

- Institutional goals supported by this department goal:** 2, 3, 4, and 5.
- Evaluation Procedure:** The surveys will be evaluated.
- Actual Results of Evaluation:** Surveys were used for all on-campus programs as well as campus tours. The number of campus tours increased by 1% from academic year 2005-2006 to 2006-2007. However, the total number of prospective students attending an on-campus program increased from 93 to 279, an increase of 300%. The use of surveys to evaluate the effectiveness of high school visits is not complete at this time.
- Use of Evaluation Results:** On-campus programs are still being evaluated for possible adjustments for the 2007-2008 year.

B. Department Goal Two

Use technology to attract students. Design a PowerPoint presentation and slideshow for use during a high school private visit.

1. **Institutional Goals supported by this departmental goal:** 2, 4, and 5.
2. **Evaluation Procedure:** PowerPoint will be used during the 2006-2007 academic year.
3. **Actual Results of Evaluation:** A PowerPoint presentation was created; however, we are very limited in the situations in which this type of technology can be used.
4. **Use of Evaluation Results:** The PowerPoint presentation and slideshow requires a fixed location for the presentation, preferably a classroom or counselors office. The recruiter may be relocated several times during a visit and this is not conducive for a PowerPoint presentation.

C. Department Goal Three

Increase number of matriculated students. Recruiters will attend college fairs, career fairs, community events, and make regular visits to the school in their territory to increase the awareness of Delta State University. Each recruiter will also be responsible for meeting enrollment goals set for each territory.

1. **Institutional Goal supported by this goal:** 2, 3, 4, and 5.
2. **Evaluation Procedure:** Weekly evaluation of the recruiters' goals will be conducted.
3. **Actual Results of Evaluation:** Recruiters are evaluated on a monthly basis in September and October. In November, weekly evaluations begin and last through the opening of school in August.
4. **Use of Evaluation Results:** The weekly evaluation of territory progress created awareness among all staff members. This level of constant evaluation of the recruiting staff resulted in a 2% increase in first-time student enrollment for fall 2006.

IV. Data and Information for Department:

	2003-2004	2004-2005	2005-2006	2006-2007
First-time Freshmen (fall only)				
Applications processed	1289	1491	1536	1765
Number Admitted	374	395	463	532
Number Enrolled	330	386	398	467
First-time Transfers (fall only)				
Applications processed	1055	1326	1282	1278
Number Admitted	521	649	652	610
Number Enrolled	426	571	587	541
Total Applications Processed (all 4 semesters)	3967	4318	4317	5011
Scholarship Awards				
Academic	722	712	703	661
Out-of-state	133	114	102	131
Other	33	18	14	16
Foundation	205	224	287	295
Campus Tours	469	457	562	568

V. Personnel:

Debbie Heslep, Dean of Enrollment Management and Director of Admissions Marketing

Betsy Elliott, Director of Community College Relations

- Primary Responsibility: Recruit community college students

Heather Walker, Assistant Director of Admissions

- Completed Master of Business Administration degree, December 2006

Steven Bennett, Admissions Recruiter

- Primary Responsibility: Recruit Southeast Mississippi area high schools, senior colleges, and five community colleges in south Mississippi
- Pursuing a Master of Education degree, expected graduation date August 2007

Jeffrey Farris, Admissions Recruiter

- Primary Responsibility: Recruit Jackson and Southeast MS area high schools

Lauren Lewis, Admissions Recruiter

- Primary Responsibility: Recruit Tennessee and North MS area high schools

Sara Jane Nelson, Admissions Recruiter

- Primary Responsibility: Recruit East/Central MS area high schools

Brett Walker, Admissions Recruiter

- Primary Responsibility: Recruit Delta area high schools

Christie Ayers, Administrative Clerk

- Primary Responsibility: Oversee data entry of admission applications and transcripts, imaging of student records
- Pursuing a Bachelor of Education degree, expected graduation date May 2008

Data Entry Clerk - Vacant

Gracie Harkins, Part-time Secretary

- Primary Responsibility: Greet customers, answer telephones, and process outgoing mail

VI. Departmental Goals for 2007-2008

A. Department Goal One

Create multiple evaluation tools. The Office of Admissions and Recruiting will use surveys distributed in various methods (direct mail, online, and in-person) to evaluate campus tours, high school visits, and on-campus recruiting events.

- 1. Institutional goals supported by this department goal:** 2, 3, 4, and 5.
- 2. Expected Results:** Each recruiting event will have a specific survey. The survey will focus on the key areas for that event (such as: registration, check-in, group meetings, etc.). Attendees for each event will complete an evaluation. The evaluations will identify areas that are in need of improvement or areas that are working very well.
- 3. Evaluation Procedure:** The primary means of distributing surveys will be at end of a program, all attendees will be asked to complete the survey immediately. For those events that do not allow for survey completion before leaving campus, surveys will be emailed or mailed immediately following the event.
- 4. Use of Evaluation Results:** The survey results will tell us what prospective students, parents, and counselors are looking for and if we need to change our recruiting methods.

B. Department Goal Two

Use publications and technology to attract students. Design publications that are attractive and informative for prospective students. Use a PowerPoint presentation during high school private visits, when appropriate.

- 1. Institutional Goals supported by this departmental goal:** 2, 4, and 5.
- 2. Expected Results:** In an attempt to reach larger audiences, the recruiters will use printed materials and a PowerPoint presentation to appeal to both the visual and auditory learner. For those prospective students not able to visit the campus due to distance, this form of marketing will take the campus to them.
- 3. Evaluation Procedure:** Printed materials and a PowerPoint presentation will be used during the 2007-2008 academic year. The publications and PowerPoint presentation will not be surveyed for effectiveness; however, future enrollment will indicate the effectiveness of such publications and technology.
- 4. Use of Evaluation Results:** The printed materials will be used for one year. The PowerPoint presentation will be upgraded and enhanced on a continual basis as the needs of prospective students change.

C. Department Goal Three

Increase number of matriculated students. Recruiters will attend college fairs, career fairs, community events, and make regular visits to the school in their territory to increase the awareness of Delta State University. Each recruiter will also be responsible for meeting enrollment goals set for each territory.

- 1. Institutional Goal supported by this goal:** 2, 3, 4, and 5.
- 2. Expected Results:** First-time student enrollment will increase in each of the six territories.

3. **Evaluation Procedure:** Weekly evaluation of the recruiters' goals will be conducted (Please see excel attachment).
4. **Use of Evaluation Results:** Increased enrollment benefits the University, community, and its citizens.

Progress Report: Week ending 6-22-07	200304 1-Jul	200404 25-Jun	200504 24-Jun	200604 23-Jun	200704 22-Jun
First-time Freshmen Applications	1205	1405	1410	1608	1861
Application Fees	na	629	700	773	807
Full Admits	na	269	357	397	401
First-time Transfer Applications					
Community College	553	667	668	680	646
Senior College	256	263	227	234	224
Application Fees	na	468	553	512	459
Full Admits	na	213	313	251	214
Undergraduate Former Student Apps	102	88	91	131	109
Graduate Applications	285	242	306	334	361
Fist-time					302
Returning					59
Full Admits	na	89	104	102	98
Campus Tours	427	454	519	525	497
Group Tours/On-campus Events					828
Housing Applications	382	513	485	533	450
<hr/>					
Individual Territories - 200704	Apps	Fees	Admits	Tours	Registered
Transfers - Steven Bennett	284	147	58	29	34
Transfers - Betsy Elliott	586	312	156	93	93
Jackson & South MS-Jeffrey Farris	301	120	49	70	39
TN & North MS - Lauren Lewis	285	151	64	62	45
Northeast - Sara Jane Nelson	196	65	40	23	26
Delta - Brett Walker	823	368	221	139	153
Out-of-state - Heather Walker	177	84	18	25	14
Coast - Steven Bennett	79	19	9	7	2

Registered Students-new and returning	200404	200504	200604	200704
---------------------------------------	--------	--------	--------	--------

Freshmen	216	626	641	708
Sophomores	295	306	319	307
Juniors	368	431	430	389
Seniors	720	793	801	798
Graduates	224	294	309	296

Room Assignments:	Returning Students			New Students		
	200504 18-Jul	200604 23-Jun	200704 15-Jun	200504 18-Jul	200604 23-Jun	200704 15-Jun
Freshmen	14	20	5	312	314	263
Sophomore	197	182	219	36	27	12
Junior	171	197	128	126	74	49
Senior	196	194	177	6	4	3
Graduate	9	7	7	3	1	1
Unassigned			4		60	111

Progress Report for Summer	200603 23-Jun	200703 22-Jun
First-time Freshmen Applications	45	30
First-time Transfer Applications		
Community College		28
Senior College		31
Undergraduate Former Student Apps		17
		23
Graduate Student Applications		20
		12
		50
		85

Registered Students - New & Returning	200603	200703
Freshmen	61	67
Sophomore	79	44
Junior	125	109
Senior	336	327
Graduate	266	230

