Annual Report

Office of Enrollment Management and Admissions and Recruiting

Fiscal Year 2004-2005
Budget Requests 2005-2006
Office of Enrollment Management and Admissions and Recruiting
Annual Report

For the Fiscal Year 2004-2005
and Budget Request for 2005-2006

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

Unit Administrator: Debbie Heslep

II. Data and Information for Department:

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>First-time Freshmen (fall only)</td>
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<tr>
<td>Applications processed</td>
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<tr>
<td>Number Admitted</td>
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<tr>
<td>Number Enrolled</td>
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<td>First-time Transfers (fall only)</td>
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<tr>
<td>Number Admitted</td>
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<tr>
<td>Number Enrolled</td>
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<td>Other</td>
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<td>Campus Tours</td>
<td>446</td>
<td>469</td>
<td>457</td>
</tr>
</tbody>
</table>
III. Personnel

Debbie Heslep, Dean of Enrollment Management and Director of Admissions Marketing
- Doctorate of Education degree, expected completion date: August 2005

Betsy Elliott, Director of Community College Relations
- Primary Responsibility: Recruit community college students

Becky Finley, Coordinator of Admissions
- Primary Responsibilities: Coordinate scholarship awards, implement automated communication plan, oversee admission processes, and supervise student workers

Heather Maddox, Coordinator of Recruiting
- Primary Responsibilities: Coordinate campus visits, on-campus recruitment days, and supervise student recruiters
- Pursuing a Master of Business Administration degree

Lauren Lewis, Admissions Recruiter
- Primary Responsibility: Recruit Tennessee and North MS area high schools

David Ferriss, Admissions Recruiter
- Primary Responsibility: Recruit Delta area high schools

Lacy Hodges, Admissions Recruiter
- Primary Responsibility: Recruit Jackson and Southeast MS area high schools

Sy Runnels, Admissions Recruiter
- Primary Responsibility: Recruit East/Central MS area high schools

Archie Tucker, Admissions Recruiter
- Primary Responsibility: Recruit Southeast Mississippi area high schools

Christie Ayers, Data Entry Clerk
- Primary Responsibility: Data entry of admission applications and transcripts
- Pursuing a Bachelor of Education degree

Gracie Harkins, Part-time Secretary
- Primary Responsibility: Greet customers, answer telephones, and process outgoing mail
V. Departmental Goals for 2004-2005

A. Goals

Unit 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. Recruiters will be evaluated monthly to review their progress. On site follow up visits from Enrietti and Enrietti will take place every six to eight weeks to review the progress of the department.

Unit Goal Two

Use technology to attract students. Design a PowerPoint presentation and slideshow to be used by each of the high school recruiters. The presentation and slideshow, located on the recruiter’s laptops, would appeal to the visual and auditory learner.

Unit Goal Three

Increase level of accountability for recruiters. Recruiters will be required to attend various workshops and conferences on best practices and selling techniques. Each recruiter is assigned a territory in which they are held responsible for meeting the target application and enrollment goals set for that territory.

Unit Goal Four

Implement Banner Web Applications. The timeline created by Collegis Sunguard is January 2005. Implementation will require several changes to the current Banner system and training of staff members on how to use web apps. Approximately 75% of our applicants are applying online. Currently, online applications are treated the same as traditional paper based applications. The application is retrieved from an email and then manually entered into Banner. Web apps will eliminate the need to manually enter the application thereby reducing wasted time in double entry.

Unit Goal Five

Revamp current trends in recruiting and campus visit programs. The Office of Admissions and Recruiting will make better use of services currently available such as purchasing names from ACT, SAT, and Phi Theta Kappa. We have relied on face-to-face contact to develop our prospecting pool and that is no longer a viable option. More attention must be given to the campus tour. The number of campus tours is increasing. However, the rate of students enrolling after visiting campus remains around 30%. We must determine through evaluation what is causing the matriculation rate to remain low and strive to increase this percentage to 50% over the next two years. In
addition to campus tours, 321 students visited campus last year for recruitment days and only 35% enrolled. Research will have to be conducted to determine the industry average matriculation rate for these types of events before we can set any clear goals.

B. Institutional Goal which was supported by this goal:

Unit Goal One: Supported institutional goal 2, 7, 11, and 12.

Unit Goal Two: Supported institutional goal 2, 6, 7, 11, and 12.

Unit Goal Three: Supported institutional goal 2, 11, 12, and 13.

Unit Goal Four: Supported institutional goal 2, 6, 11, and 12.

Unit Goal Five: Supported institutional goal 2, 6, and 7.

C. Expected Results:

Unit Goal One: Evaluation tools will track our progress.

Unit Goal Two: A PowerPoint presentation will be used for the 2005-2006 year.

Unit Goal Three: Enrollment will increase in each of the six territories.

Unit Goal Four: Banner Web Applications will become the primary method for applying for admission.

Unit Goal Five: Enrollment will increase and the matriculation rate for campus tours and on campus recruiting events will increase.

D. Evaluation Procedure:

Unit Goal One: Evaluation tools will be used to track our progress.

Unit Goal Two: PowerPoint will be used.

Unit Goal Three: Weekly evaluation of the recruiters’ goals will be conducted.

Unit Goal Four: Banner Web Applications will be running.

Unit Goal Five: Enrollment figures must be evaluated.
E. Actual Results of Evaluation:

Unit Goal One: The use of surveys has been implemented for campus tours and on-campus recruitment events. The surveys are processed through the Office of Institutional Research and Planning. The decision has been made not to implement surveys for high school visits because the purpose and schedule of the visit fluctuates from territory to territory. Recruiter progress is evaluated through weekly progress reports. On site visits from Enrietti and Enrietti are conducted every four to six weeks.

Unit Goal Two: This has not been fully accomplished. Work is still in progress and should be completed by September 1, 2005.

Unit Goal Three: The recruiting staff attended an AACRAO workshop in August 2004. The consulting firm of Enrietti and Enrietti has provided consultation every four to six weeks for the recruiting staff. Various workshop and conference agendas will continue to be reviewed for possible attendance as budgets permit. A planning retreat for the recruiting staff was conducted in August. During the retreat, staff members evaluated their territory and set enrollment goals for fiscal year 04-05. Progress is then monitored weekly to determine if goals are being met.

Unit Goal Four: The implementation of Banner Web applications was completed July 7, 2005.

Unit Goal Five: This goal continues to be a work in progress.

F. Use of Evaluation Results:

Unit Goal One: The use of surveys led to changes in on campus recruiting events. During the spring 2005, three major specific (Accounting, Commercial Aviation, and Nursing) events were held instead of one large event. The information obtained in the surveys assisted us in creating a new goal for next year.

Unit Goal Two: This year will be the first time a PowerPoint presentation is used, the results are not yet available.

Unit Goal Three: The number of applications, campus tours, and full admits has increased over last year. Each recruiter will continue to set target goals.

Unit Goal Four: The implementation of Banner Web Applications is still in the initial stages. Improvement in student services and daily operations will be evaluated throughout the next year.

Unit Goal Five: Results are not available.
VI. Learning Outcome Assessment Plan

A. Learning Outcomes

Learning Outcome One: Make use of the services available and processes required.

Learning Outcome Two: Award scholarship dollars more effectively.

Learning Outcome Three: Meet admission requirements necessary to enroll.

B. Assessment Tools and Methods

Learning Outcome One:
   Measure One: One card data.
   Measure Two: Number of first-time students registered.

Learning Outcome Two:
   Measure One: Enrollment data
   Measure Two: Financial aid data
   Measure Three: Available scholarship dollars

Learning Outcome Three:
   Measure One: Enrollment data
   Measure Two: Number of first-time students registered.

C. Data Collection and Analysis

Learning Outcome One:
   Data Collection Procedure: One card data and the number of students registered will be compared to previous years.

Learning Outcome Two:
   Data Collection Procedure: Enrollment and financial aid data will compared to previous years to determine if dollars are being spent more effectively.

Learning Outcome Three:
   Data Collection Procedure: One card data and the number of students registered will be compared to previous years.

D. Results of Evaluation

No findings have been reported.

E. Use of Evaluation Results
To date, no changes have taken place related to the learning outcomes.

F. Assessment Team Members

Members: Becky Finley
         Debbie Heslep
         Heather Maddox