

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

**For Academic Year 2005-2006**

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

**Division:** Student Affairs

**Unit Administrator:** Debbie Heslep

**II. Student Learner Outcomes**

<p style="text-align: center;"><b>Learning Outcome</b></p> <p style="text-align: center;"><i>What should a graduate in this major know, value, or be able to do at graduation and beyond?</i></p>	<p style="text-align: center;"><b>Data Collection and Analysis</b></p> <p style="text-align: center;"><i>What assessment tools and/or methods will you use to determine achievement of the learning outcome? Describe how the data from these tools and/or methods will be collected. Explain the procedure to analyze the data.</i></p>	<p style="text-align: center;"><b>Results of Evaluation</b></p> <p style="text-align: center;"><i>What were the findings of the analysis? List any specific recommendations.</i></p>	<p style="text-align: center;"><b>Use of Evaluation Results</b></p> <p style="text-align: center;"><i>What changes in curriculum, courses, or procedures were made as a result of the program learning outcome assessment process?</i></p>
N/A	N/A	N/A	N/A

**A. Departmental Goal One**

**Make use of services available.** The Office of Admissions and Recruiting will use surveys and one-card data to evaluate the effectiveness of campus tours, high school visits, on-campus recruiting events, and marketing efforts.

1. **Institutional goals supported by departmental goal one:** 2, 3, 4.
2. **Evaluation Procedures:** Survey results will be evaluated for program effectiveness. One-card data will be compared to previous years.
3. **Actual Results of Evaluation:** Surveys were evaluated for campus tours and on-campus program effectiveness. The number of campus visitors increased by 23% from 2004-2005 to 2005-2006. The use of surveys to evaluate the effectiveness of high school visits and marketing efforts is incomplete at this time. One-card data has not been used at this time.
4. **Use of Evaluation Results:** The use of surveys led to changes in on campus recruiting events. The campus visit now includes student tour guides, exploration of buildings, and a question and answer session with the recruiter. A new goal for next year was created when all of the surveys were not completed this year.

**B. Departmental Goal Two**

**Award scholarship dollars more effectively.** The Admissions and Recruiting Office will evaluate academic records and leadership (extra-curricular) activities of students and award a greater percentage of scholarships.

1. **Institutional goals supported by departmental goal two:** 2, 3, 4, 5.
2. **Evaluation Procedures:** Enrollment and financial aid data will be compared to previous years to determine if dollars are being spent more effectively. Availability of money will also be taken into consideration.
3. **Actual Results of Evaluation:** The University awarded 28% more foundation scholarships than the previous year. The number of students receiving academic scholarships decreased; however, hurricane Katrina money in the form of SLEAP grants replaced \$58,000 in academic money.
4. **Use of Evaluation Results:** Admissions and Recruiting will continue to monitor scholarship dollars to ensure we are reaching the greatest percentage of students.

**C. Departmental Goal Three**

**Meet admission requirements necessary to enroll.** The recruiting staff will recruit prospective students who are eligible for admission and convert those prospects to enrolled students in greater numbers.

1. **Institutional goals supported by departmental goal three:** 2, 3, 4, 5.
2. **Evaluation Procedures:** Enrollment data from 2004-2005 will be compared.
3. **Actual Results of Evaluation:** First-time freshman enrollment increase by 4% and first-time transfer enrollment increased by 6.3%.
4. **Use of Evaluation Results:** Admissions and Recruiting will continue evaluating our on and off campus programs, marketing materials, and goal setting.

## II. Data and Information for Department:

	2002-2003	2003-2004	2004-2005	2005-2006
First-time Freshmen (fall only)				
Applications processed	1337	1289	1491	1536
Number Admitted	437	374	395	463
Number Enrolled	358	330	386	398
First-time Transfers (fall only)				
Applications processed	991	1055	1326	1282
Number Admitted	584	521	649	652
Number Enrolled	463	426	555	607
Total Applications Processed	3872	3967	4318	4317
Scholarship Awards				
Academic	739	722	712	703
Out-of-state	119	133	114	102
Other	0	33	18	14
Foundation	na	205	224	287
Campus Tours	446	469	457	562

## III. Personnel:

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

- Completed Doctorate of Education degree, September 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 Walker, Coordinator of Recruiting

- Primary Responsibilities: Coordinate campus visits, on-campus recruitment days, and supervise student recruiters
- Pursuing a Master of Business Administration degree, expected graduation date December 2006

Lauren Lewis, Admissions Recruiter

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

Brett Walker, Admissions Recruiter

- Primary Responsibility: Recruit Delta area high schools

Jeffrey Farris, Admissions Recruiter

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

Sara Jane Nelson, Admissions Recruiter

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

Archie Tucker, Admissions Recruiter

- Primary Responsibility: Recruit Southeast Mississippi area high schools
- Pursuing a Master of Business Administration degree, expected graduation date December 2006

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

#### **IV. Departmental 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. Recruiters will be evaluated monthly to review their progress.

1. **Institutional goals supported by this department goal:** 2, 3, 4, and 5.
2. **Expected Results:** Surveys will identify areas in need of improvement.
3. **Evaluation Procedure:** The surveys will be evaluated.

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 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. **Expected Results:** In an attempt to reach a larger audience, a PowerPoint presentation and slideshow will appeal to both the visual and auditory learner. For those prospective students not able to visit the campus due to distance, this form of technology will take the campus to them.
3. **Evaluation Procedure:** PowerPoint will be used during the 2006-2007 academic year.
4. **Use of Evaluation Results:** The PowerPoint presentation and slideshow will continually be upgraded and enhanced 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.
4. **Use of Evaluation Results:** Increased enrollment benefits the University, community, and its citizens.