

## **Unit Missions**

### **ADM Mission Statement**

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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.

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### **ENR Mission Statement**

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## 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

Incoming director of admissions will help determine plan of action for this goal.

#### Related Items

  SP2.Ind01: Enrollment

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### 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

implementation of entire plan is under review, with possible purchase of management system that is more robust

**Related Items**

 **SP4.Ind09: Institutional review process / Accreditations/IE**

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 **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.

1. **Southeast** – We expanded into the coast area counties of MS, which increased 51 schools in that area.
2. **Southwest** – Expanded to cover 31 new schools in MS.
3. **Northeast** – Territory changed but all schools have been covered, but 2 new schools were added
4. **Delta-** added a larger area for the delta, 18 schools, giving a more one on one touch to all delta area schools, and the delta area of Ark.
5. **North MS and Tennessee** – A full time regional recruiter will give a more active Delta State presence in this area.
6. **Transfer Recruiter** – All community colleges will be covered by one recruiter, gives us one person to focus on this part of our enrollment.

**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**

Since results will not be available until sometime in the next year, a plan of action will be determined then.

**Related Items**

 **SP2.Ind01: Enrollment**

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## **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 mail out 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**

 [SP3.Ind04: Technology training](#)

 [SP4.Ind08: Campus Efficiencies](#)

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## **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,

## ***Delta State University FY2013 Unit Level Report***

### ***Department: Enrollment Services***

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 a increase in first-time student enrollment.

#### **Related Items**

  **SP3.Ind08: Evaluations**

  **SP3.Ind09: Professional development**

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### **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**

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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**

  **SP2.Ind01: Enrollment**