

## **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.

## 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**