Unit Missions

🏅ADM Mission Statement

Mission statement
Mission statement

Related Items
There are no related items.

🏅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.

Related Items
There are no related items.

Unit Goals

ADM 2014-02: Engage campus constituents in recruiting

Start: 7/1/2013
End: 6/30/2014

Unit Goal
Increase awareness of and participation in recruiting activities by university constituents.

Evaluation Procedures
An increased number of faculty, staff, current students, and alumni will participate in both on and off campus recruiting events.

Actual Results of Evaluation
During the spring semester, President LaForge visited five high schools in Desoto County, seven in Jackson and the surrounding area, and eight in the North Central part of the state. Since his visits, we have seen an increase in enrollment for those areas. Desoto County is up 39%, Jackson 17%, and North Central 85% (as of July 25, 2014). This increase can also be contributed to faculty and staff participation at several college fairs and events in those areas and at various recruiting events held on campus throughout the fall and spring semesters.

Use of Evaluation Results
With the increase in enrollment in Desoto County, Jackson and surrounding area, and the North Central area we will continue to schedule President visit's and invite faculty and staff to attend on and off campus events for the upcoming 2015-2016 recruiting season. We will also extend President visits, when possible, to the coast areas, and community colleges.

Related Items
There are no related items.

ADM 2014_01: Training guide

Start: 7/1/2013
End: 6/30/2014

Unit Goal
Develop a training guide/recruiter manual to be used by all recruiting staff members.

Evaluation Procedures
A workable training manual will be presented to all new hires.

Actual Results of Evaluation

A recruiter training manual was created and distributed to all admission recruiters.

Use of Evaluation Results
The recruiter manual will be updated as needed to keep up with technology and add new information. The recruiters will utilize the manual during the recruiting season for information about college fairs, events, note taking, alumni, and other useful information found throughout the manual.

Related Items
There are no related items.

ADM 2014_03: Improve communication

Start: 7/1/2013
End: 6/30/2014

Unit Goal
Improve personal interaction and communication with prospective students, parents and counselors.

Evaluation Procedures
Increased number of letters, emails, and phones calls.
Increased enrollment of first-time undergraduate students.

Actual Results of Evaluation
With the increase in communication, there has been an incline in on campus visits (up 34%), potential student participation in on and off campus events, as well as an increase in first-time undergraduate enrollment (up 23% for freshman and 11% for transfers as of July 25, 2014).

Use of Evaluation Results
With the increase campus visits and new student enrollment, we will continue to increase communication via phone, email, and letters. Letters will be sent out weekly, automatic emails will be sent, and call nights will be added to the fall and spring semesters.

Related Items
There are no related items.

ADM 2014_04: CRM

Start: 7/1/2013
End: 6/30/2014

Unit Goal
Implement Ellucian Recruiter software

Evaluation Procedures
Fully operational CRM

Actual Results of Evaluation
Implementation of CRM is complete.

Use of Evaluation Results
We will continue to upgrade and learn what CRM can offer and continue to monitor the effectiveness it has on recruiting.

Related Items

There are no related items.

Section IV.a

Brief Description

Judgment
☐ Meets Standards ☐ Does Not Meet Standards ☐ Not Applicable
Narrative

Section IV.b

Comparative data
Enrollment, CHP, majors, graduation rates, expenditures, trends, etc.

Judgment
☐ Meets Standards ☐ Does Not Meet Standards ☐ Not Applicable
Narrative

Section IV.c

Diversity Compliance Initiatives and Progress

Judgment
☐ Meets Standards ☐ Does Not Meet Standards ☐ Not Applicable
Narrative

Section IV.d

Economic Development Initiatives and Progress

Judgment
☐ Meets Standards ☐ Does Not Meet Standards ☐ Not Applicable
Narrative

Section IV.e

Grants, Contracts, Partnerships, Other Accomplishments

Judgment
☐ Meets Standards ☐ Does Not Meet Standards ☐ Not Applicable
Narrative

Section IV.f

Service Learning Data

List of projects, number of students involved, total service learning hours, number of classes, faculty involved, accomplishments.

Judgment

☐ Meets Standards   ☐ Does Not Meet Standards   ☐ Not Applicable

Narrative

Section IV.g
Strategic Plan Data

Only use this section if you have strategic plan info to report that is not covered in other areas of your report

Judgment

☐ Meets Standards   ☐ Does Not Meet Standards   ☐ Not Applicable

Narrative

Section IV.h

Committees Reporting To Unit

Each unit includes in the annual plan and report a list of the committees whose work impacts that unit or any other aspect of the university; along with the list will be a notation documenting the repository location of the committee files and records. Committee actions affecting the unit's goals may be noted in other applicable sections of the annual reports. Not required to be included in the unit's annual plan and report, but required to be maintained in the repository location, will be a committee file that includes, for each committee: Mission and by-laws, Membership, Process, Minutes.

Judgment

☐ Meets Standards   ☐ Does Not Meet Standards   ☐ Not Applicable

Narrative

Section V.a
Faculty (Accomplishments)
Noteworthy activities and accomplishments

Judgment
☐ Meets Standards   ☐ Does Not Meet Standards   ☐ Not Applicable
Narrative

Section V.b
Staff (Accomplishments)

Judgment
☐ Meets Standards   ☐ Does Not Meet Standards   ☐ Not Applicable
Narrative

Section V.c

Administrators (accomplishments)

Judgment
☐ Meets Standards   ☐ Does Not Meet Standards   ☐ Not Applicable
Narrative

Section V.d

Position(s) requested/replaced with justification

Judgment
☐ Meets Standards   ☐ Does Not Meet Standards   ☐ Not Applicable
Narrative

Section V.e

Recommended Change(s) of Status

Judgment
☐ Meets Standards   ☐ Does Not Meet Standards   ☐ Not Applicable
Narrative

Section VI.a

Changes Made in the Past Year

Judgment
☐ Meets Standards   ☐ Does Not Meet Standards   ☐ Not Applicable
Narrative

Section VI.b

Recommended Changes for the Coming Year

Judgment
☐ Meets Standards   ☐ Does Not Meet Standards   ☐ Not Applicable
Narrative