

## **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\_04: CRM**

**Start:** 7/1/2014

**End:** 6/30/2015

#### **Unit Goal**

Monitor the effectiveness CRM has on recruiting.

#### **Evaluation Procedures**

To fully utilize CRM for recruiting.

#### **Actual Results of Evaluation**

CRM allows recruiters to track activity and communication within each student profile. Funnel conversion rates are accessible as well as active application comparison.

The database allows a pipeline of prospective students to be maintained and engaged throughout the year. Activity is tracked through the prospect profiles.

For effectiveness, a comparison of recruiting funnels is included.

-  [Freshmen Funnel](#)
-  [Transfer Funnel](#)

#### **Use of Evaluation Results**

#### **Related Items**

*There are no related items.*

---

### **ADM 2015\_01: Recruiter Analytics**

**Start:** 7/1/2014

**End:** 6/30/2015

#### **Unit Goal**

Track recruiter goals on a weekly basis

#### **Evaluation Procedures**

Track progress from week to week

#### **Actual Results of Evaluation**

Weekly goal reports produce data from each territory on the following:

# of college fairs  
face to face visits  
admission apps  
app fees  
letters/postcards

phone calls  
emails  
campus tours  
provisional admits  
counselor contact  
private visits/drop bys

-  [Weekly Goals Sample](#)

#### **Use of Evaluation Results**

##### **Related Items**

*There are no related items.*

---

## **ADM 2015\_02: Campus Engagement**

**Start:** 7/1/2014

**End:** 6/30/2015

#### **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**

A travel calendar was distributed to campus constituents at the beginning of travel season to invite and encourage participation at fairs and other recruiting opportunities.

Approximately 55 campus representatives participated in recruiting opportunities throughout the year. Participation reached from the Delta area to as far north as Nashville, Tennessee and as far south as the Mississippi Gulf Coast.

-  [Travel Calendar Fall 2014](#)

#### **Use of Evaluation Results**

##### **Related Items**

*There are no related items.*

**Section IV.a**  
**Brief Description**  
**Judgment**

Meets Standards     Does Not Meet Standards     Not Applicable

**Narrative**

The Office of Admissions serves Delta State as the recruiting department for undergraduate freshmen and transfer students. The staff strives is fully committed to engaging our faculty, staff, students, and alumni in new and meaningful ways. We will strive to develop new partnerships which will enhance our enrollment and promote a positive, healthy learning environment.

**Section IV.b**  
**Comparative data**

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

**Judgment**

Meets Standards     Does Not Meet Standards     Not Applicable

**Narrative**

The Office of Admissions maintains a database of approximately 18,000 prospects, inquiries, incomplete and complete applicants, admitted, confirmed, and enrolled students for each term. Approximately 2,750 enrolled students follow through the undergraduate and graduate admissions process. Admissions provides close to 700 campus tours annually and attends approximately 140 college fairs in and out-of-state. Admissions maintains the site and subpages for [www.deltastate.edu/admissions](http://www.deltastate.edu/admissions) and is responsible for the production of front-facing university publications, like the view books. The recruiting team schedules private visits and face-to-face interactions at schools and engages in communication methods like letters, postcards, emails, phone calls, and tours.

**Section IV.c**  
**Diversity Compliance Initiatives and Progress**

**Judgment**

Meets Standards     Does Not Meet Standards     Not Applicable

**Narrative**

The Admissions staff is diverse in gender, race, and age. Each semester, a diverse group of Delta Diplomats and interns work with the staff.

**Section IV.d**  
**Economic Development Initiatives and Progress**

**Judgment**

Meets Standards     Does Not Meet Standards     Not Applicable

**Narrative**

Admissions strategically manages limited resources to their fullest potential. Campus resources and no-cost items are exhausted before a spending commitment is made. Admissions follows the energy initiative to save university dollars by powering off machines and turning off lights each day. Reusable water bottles are used by staff members, and personal mugs are refilled at the dining locations instead of using paper cups. Staff members only print when necessary, print multiple pages on one sheet when possible, and use the most efficient setting on the printer.

### **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**

Delta Diplomats undergo campus training that increases knowledge of the university, community, operational processes, and representative information. The volunteer students gain interpersonal communication skills and invaluable network connections.

Work study or regular student employees are professionally guided to refine skills needed for real-world duties.

### **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**

Currently, no committees report to the Admissions, but staff members are actively involved in numerous committees and volunteer efforts across campus including the administrative staff council, Teach For America and alumni event volunteers, and many more.

**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**

An enrollment increase was reported in an article released by the University: For the first time in eight years, Delta State University proudly announces an increase to its official overall enrollment after the Mississippi Institutions of Higher Learning released statewide numbers today.

The fall 2014 numbers indicate 91 new students, a positive sign for Delta State, which had suffered declines since 2006. President William N. LaForge has been spearheading the team effort to turn these numbers around. Dr. Debbie Heslep, dean of Enrollment Management, was very pleased with the recruiting efforts over the past year that helped make the enrollment increase possible.

"The increase is the result of many people working together, both on and off campus," said Heslep. "Not only did the president visit more than 45 schools, but faculty, staff, current students and alumni also played a vital role.

The staff successfully hosted two major on campus events, DSU Day and Spring Visit Day during Go Green Weekend, and two major off campus events, Preview in Memphis and Preview in Jackson.

Staff members continued to develop professionally by earning secondary degrees. Staff members were included in the University's photOKRAphy photo series.

**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**

The Office of Admissions constantly monitors changes in admissions and media trends. Over the past year, implementation and use of the Recruiter software continues to aid staff recruitment efforts. Changes in daily activity have been made including: automatic delivery of emails to new prospective students, online tour form availability, web site page layouts, functionality and content, and online print media availability.

**Section VI.b**  
**Recommended Changes for the Coming Year**  
**Judgment**

Meets Standards     Does Not Meet Standards     Not Applicable

**Narrative**

Increase staff available to answer questions regarding campus information and provide campus tours.

Recruiting Team UG-Freshmen

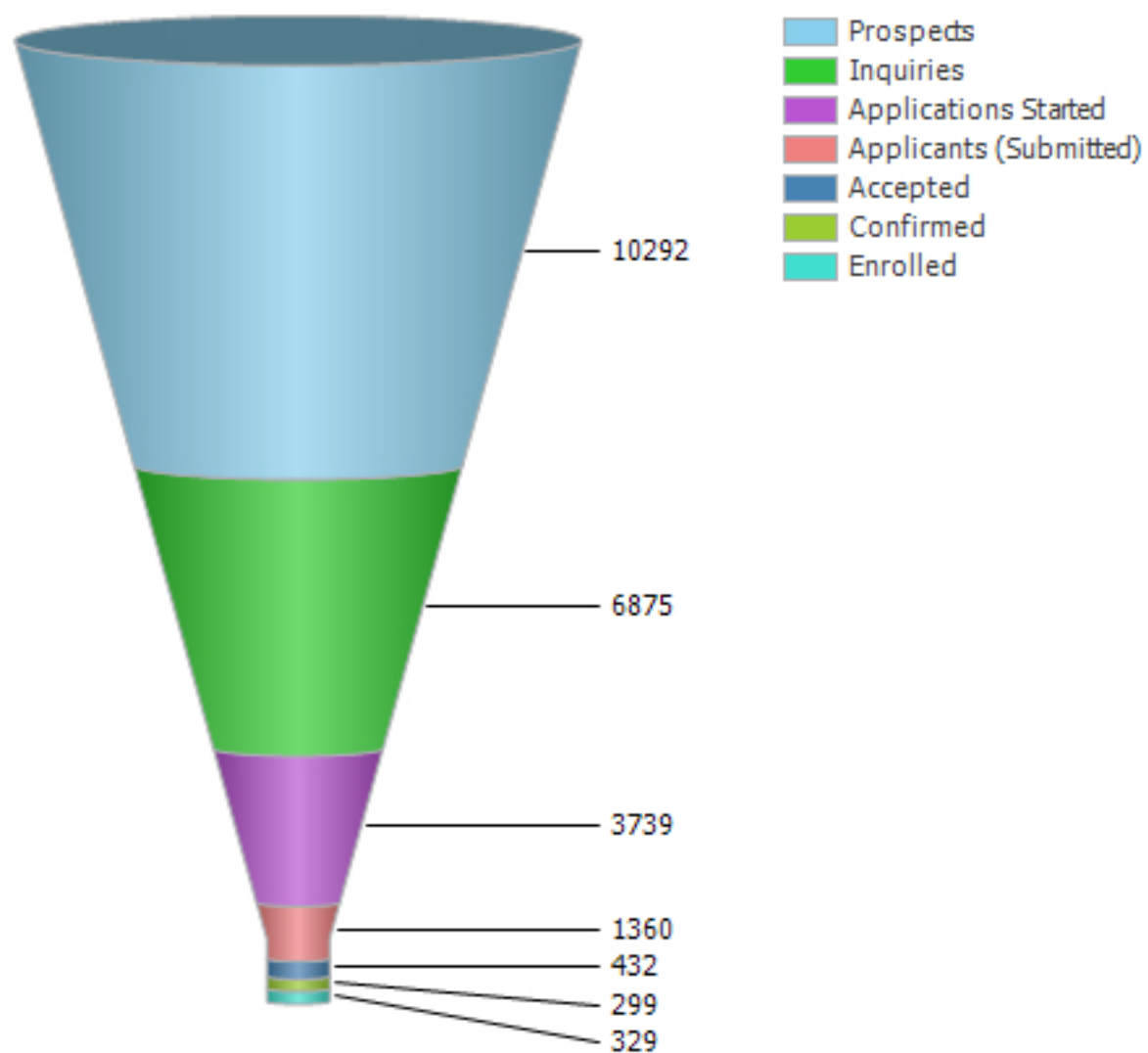
Recruiting Period 1 2014-2015

Recruiting Period 2 2013-2014

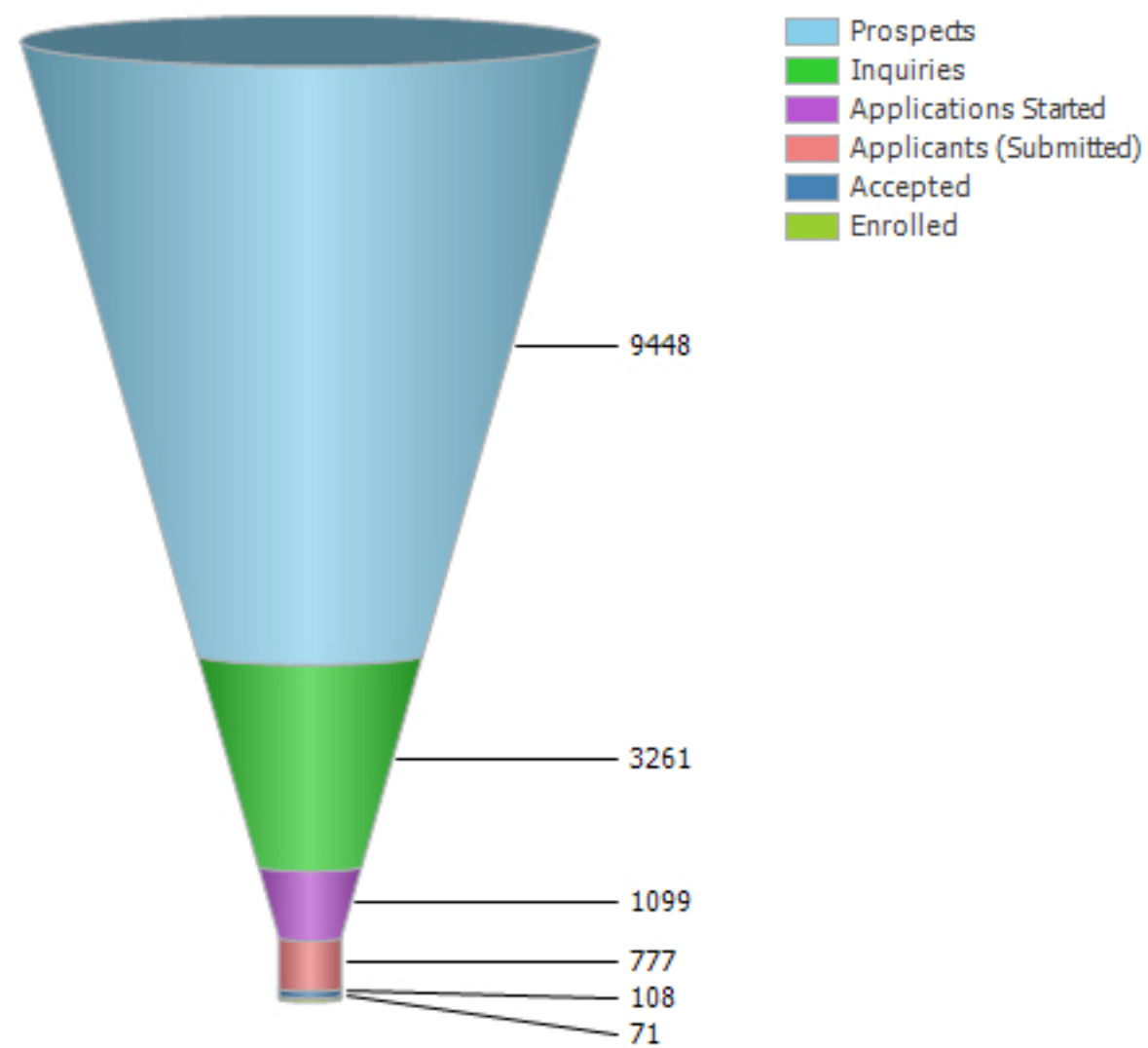
1 of 1 Find | Next

## Recruitment Funnel Comparison by Recruiting Period

2014-2015



2013-2014





Recruiting Team UG-Freshmen

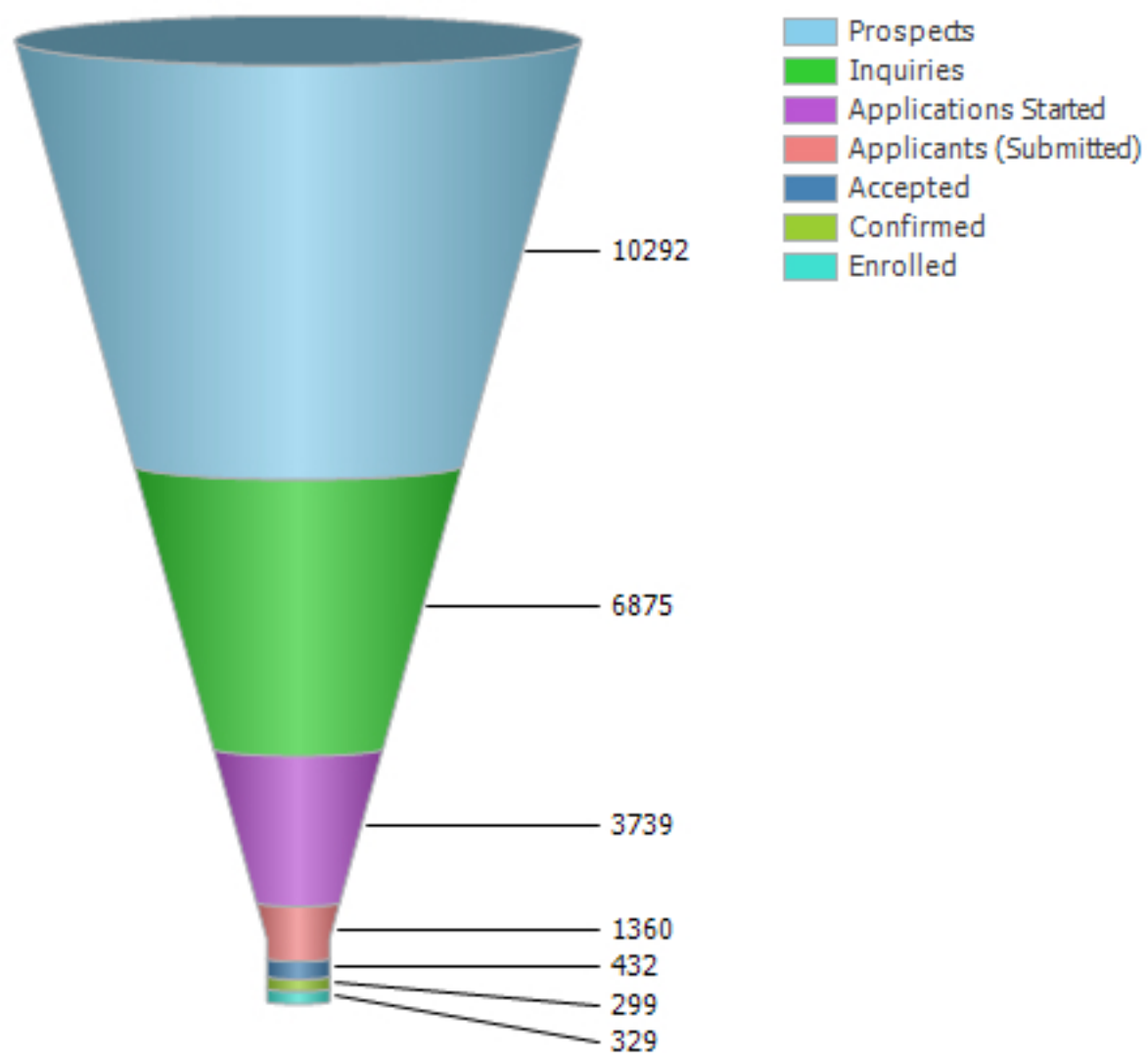
Recruiting Period 1 2014-2015

Recruiting Period 2 2013-2014

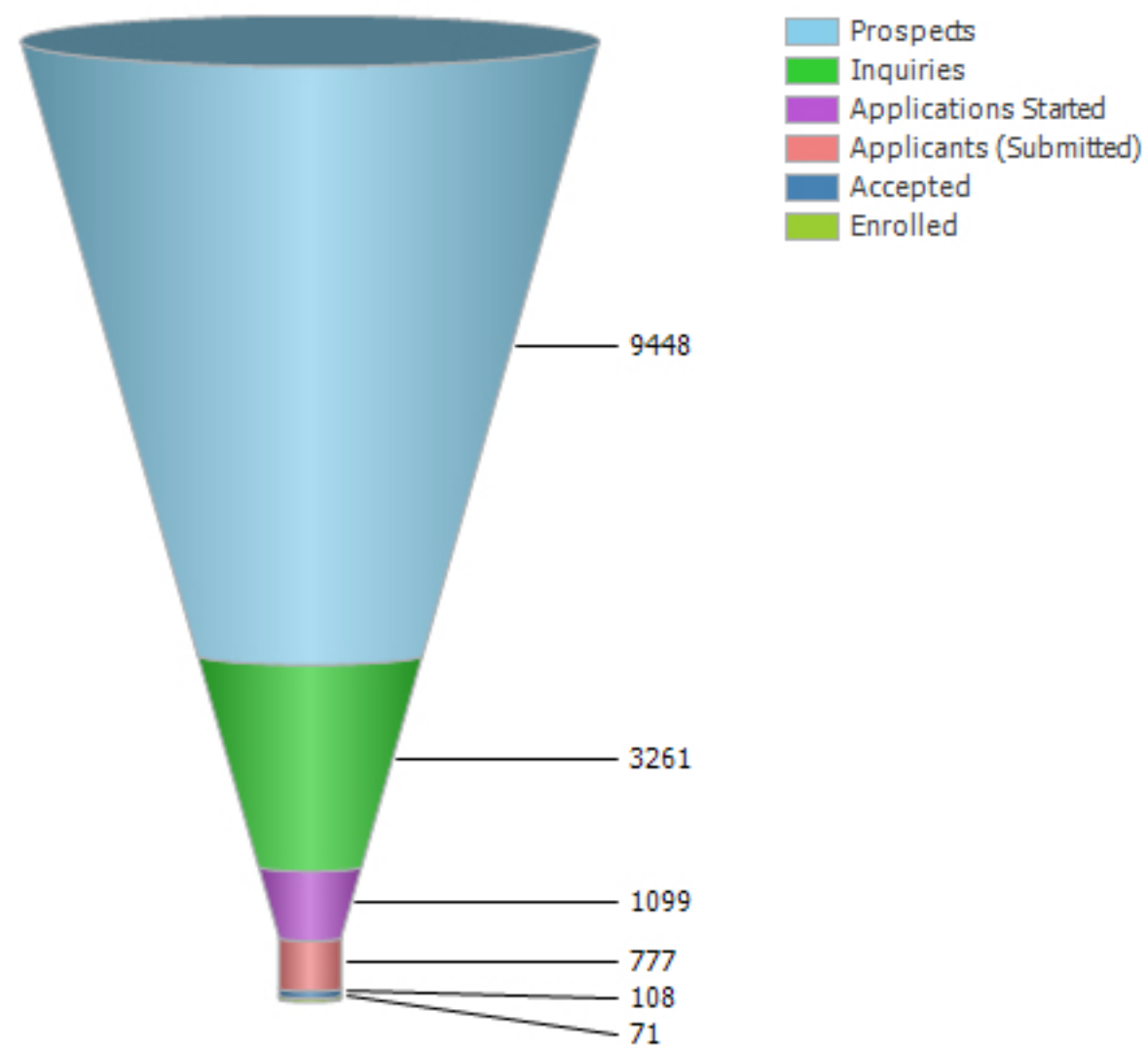
1 of 1 Find | Next

## Recruitment Funnel Comparison by Recruiting Period

2014-2015



2013-2014



Territory/Recruiter: Southwest MS

	<b>Goals for: AUG 31 – SEP 4</b>	<b>Goals for Previous AUG 24 – 28</b>	<b>Actual Results AUG 24 – 28</b>
<b># College Fairs</b>	3	4	4
<b>Face-to-face</b>	75	50	150
<b>Admission Apps</b>	10	4	0
<b>Application Fees</b>	3	2	0
<b>Letters/postcards</b>	5	8	15
<b>Phone Calls</b>	2	10	5
<b>Emails</b>	20	10	30
<b>Campus Tours</b>	2	1	0
<b>Provisional Admits</b>	2	2	1
<b>Counselor Contact</b>	3	15	5
<b>Private Visits/ Drop bys</b>	6	0	0

**Monday, August 31**

Answer Emails. Pack for fairs and drop bys. Fill up car with gas. Contact counselors for private visits. Write thank you notes to counselors for week.

**Tuesday, September**

Drive to Magee HS for a fair from 9 – 12. At 1 do drop bys at Simpson County, Mendenhall HS, Puckett Attendance Center (maybe?), Piney Woods, McLaurin High School, Florence HS, & Richland HS. Staying at Hyatt Place in Ridgeland.

**Wednesday, September**

Tri-County college fair from 9-11. Do drop bys in Madison/Ridgeland area: Germantown HS, St. Joseph, Madison Central HS, The Veritas School, Ridgeland HS, Madison-Ridgeland Academy, & St. Andrews. Staying at Hyatt Place in Ridgeland.

**Thursday, September 3**

Raymond HS college fair from 9 – 11. Do drop bys in Clinton area: Central Hinds Academy, Mt. Salus Christian School, & Clinton HS. Drive to Cleveland.

**Friday, September 4**

Answer emails, goals, re-pack for Tuesday, gas car, thank you notes to counselors for next week.

*Results August 24 – August 28*

8/24: Answer emails. Pack items for fairs. Continue setting up private visits. Start writing counselors thank you notes. Send items to counselor.

8/25: College fairs at Yazoo County from 8:30 – 11, Yazoo City HS from 1:30 – 4, and East Rankin from 6:45 – 10. Spending the night in Jackson, MS.

8/26: Print Delta State one page info sheet at Office Depot. Provine High School College fair from 8:00 – 11. Pick up box of viewbooks and DSU Day posters in Jackson. Drive back to Cleveland, MS. 8/27: Meeting with Okra Scholars from 8-10:30. Book hotels for the next few weeks. Send thank you notes to school counselors. Input dual enrollment students into the computer.

8/28: Answer e-mails. Sent packets to interested students. Contacted baseball and softball coaches for camp contacts.

# August 2014

Mon	Tue	Wed	Thu	Fri
				<i>1</i>
<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>
<i>11</i>	<i>12</i>	<i>13</i>	<i>14</i>	<i>15</i>
<i>18</i>	<b>19</b> Amory 6-9p	<b>20</b>	<b>21</b>	<b>22</b>
<i>25</i>	<b>26</b> Yazoo County 9-11a	<b>27</b> Mooreville 9:30-10:30 Benton Academy 1-2:30p	<b>28</b>	<b>29</b> Provine 9-11a

# September 2014

Mon	Tue	Wed	Thu	Fri	Sat
1	2 Park Place 6-8p Tipton Rosemark 10-1p Collierville 6:30-8p	3 St. Johns FL 6-7:30 Fayette Academy 9-12p	4 Callaway 9-12p Oxford 6-7p McNairy 8-11a Lexington 1-2:30p Camden 6-7:30p	5 Mendenhall 8:30-11a Decatur 8:30-10:30a Scotts Hill 1-2:30p	6
8 Rankin CSD 8-2p Dyersburg 8-10:30a Dyer Cnty 11:30-1:30p	9 Pearl 9-11:30a Pineywoods 2-4p Jackson Prep 6-8p Itawamba/Tremont 8-10a Gibson Cnty 8-11a Ripley 1-3p Henry Cnty 6:30-8:30p	10 St. Joe Madison 8-10:30a Jackson Aca 12:30-2:30p Murrah 6-7:30p Calhoun County 8-12p Union City 9-10:30a Obion Cnty 12:30-2:30p	11 St. Andrews 9-12p Mantachie 9-11a Crockett Cnty 8:30-10:30a Halls 1-2:30p	12 Lake Cormorant 9-11a City of Memphis 8-1p NWTN CC 8-12p	13 City of Memphis 12-4p
15 Madison Ridgeland Acad 9-11a Forest Hill 6-8p Corinth 5:30-7:30p	16 Germantown 9:30-11a Ridgeland 5-17p Tupelo 5-7p	17 Alcorn County 8:30-11:30a Florence 9:30-11:30am	18 Raymond 9-11a Shannon 9:40-11:20a	19	20
22 Central Hinds Aca 9:30-11:30a Terry 5-7p	23 Jim Hill 9-11a Simpson County Aca 11:30-12:30a Nashville 3:30-7p	24 Canton Acad 9:30-0:30a Houlka 10-1p Pontotoc County 5-7p Summit HS TN 5:30-8p Shelton State CC 8-2:30p	25 Hillcrest Christian 9-10:30a Pope John Paul 8:30-10:30 East Central CC 10-12p	26 Houston 8-12p	28 Jesuit New Orleans 2-4
29 Clinton 6:30-8:30p Union County 6-8p White Station 8-10a AgriCenter 6-8p Jeff Parish, LA 6-9p	30 Okalona 8:30-10:30a Bartlett 5-6:30p				

# October 2014

Mon	Tue	Wed	Thu	Fri
		<b>1</b> <b>Hinds Raymond 9:30-12p</b> <b>West Lauderdale 8:15-1p</b> <b>Bolton 7:15-10-15a</b>	<b>2</b> <b>Oak Hill 9-10:30a</b> <b>West Point 1-3p</b> <b>Hinds-Rankin 8:45-12p</b> <b>Arlington 7-10:30a</b> <b>Cordova 6-8p</b>	<b>3</b> <b>Meridian 10-2p</b> <b>Newton Cnty 8-11a</b> <b>Bennie Thompson</b> <b>College Fair 9-4p</b> <b>Jackson area 8-2p</b>
<b>6</b> <b>CoLin Wesson 11-1p</b> <b>Heritage Academy</b> <b>9:30-11a</b> <b>MSMS 4:30-6:30p</b> <b>Magnolia Heights 7-8</b>	<b>7</b> <b>SMCC 11-12:30p</b> <b>St. Al 5:30-8:00p</b> <b>Porter's Chapel 5:30-8p</b> <b>South Panola 5:30-7p</b> <b>Philadelphia 9-10:30a</b> <b>Southwind 6-8p</b>	<b>8</b> <b>Co-Lin 9-12p</b> <b>Haywood Cnty 9-11a</b>	<b>9</b> <b>Co-Lin Simpson 9-12p</b> <b>Meridian 9-12:30p</b> <b>Tishomingo 8-10:30a</b> <b>Belmont 1:30-3:30p</b>	<b>10</b> <b>Stringer 9-11a</b> <b>Hardin Cnty 8:30-11a</b>
<b>13</b> <b>Starkville 4-6p</b> <b>Bay Area, Mobile 6-8p</b>	<b>14</b> <b>MDCC 9-1p</b> <b>Louisville 8-10:30a</b> <b>Lee Academy 6:30-7:30p</b>	<b>15</b> <b>JCJC 9-12p</b> <b>Kemper HS 10-12p</b> <b>Charleston 9-11a</b>	<b>16</b> <b>Holmes Goodman 9:30-12p</b> <b>Grenada HS 9-12p</b> <b>Leake County 1-3p</b>	<b>17</b> <b>Quitman 9-12pm</b>
<b>20</b> <b>Kosciusko 8:30-11a</b> <b>Pillow Academy 6-7p</b>	<b>21</b> <b>EMCC-GT 9-12:30p</b> <b>East Webster 8:30-11:30a</b> <b>Coffeeville HS 1-3p</b> <b>Washington School 6p</b>	<b>22</b> <b>PRCC Poplarville 10-1p</b> <b>Winona HS- 12:30-2p</b> <b>Indianola Academy 6-8p</b>	<b>23</b> <b>Scott County 9:30-2:00p</b> <b>Carl Lofton 9-12p</b> <b>NWCC- Senatobia 9-12p</b> <b>Jim Hill HS 9-11a</b> <b>Greenville Schools 11-4p</b> <b>Tipton Cnty 5:30-7:30p</b>	<b>24</b> <b>Lanier HS 9-12p</b> <b>Bolivar Central 8-11a</b>
<b>27</b> <b>Rossville Christian 8-10a</b>	<b>28</b> <b>EMCC Scooba 9-1p</b> <b>Wilkenson County High</b> <b>10-11:45a</b> <b>Rosa Fort 9-11a</b> <b>Oak Grove 6-8p</b>	<b>29</b> <b>Coahoma CC 9-12p</b>	<b>30</b> <b>Parklane Academy 6-8p</b> <b>West Harrison 8-2:45p</b>	<b>31</b> <b>Salem Attendance 9-11a</b> <b>Ripley HS 10-1:30p</b>

# November 2014

Mon	Tue	Wed	Thu	Fri
<b>3</b> <b>McComb 5-7p</b>	<b>4</b> <b>Brookhaven Aca 9-11a</b>	<b>5</b> <b>ICC Fulton 11-2p</b> <b>Wayne County 9-11a</b>	<b>6</b> <b>ICC Tupelo 11-2p</b> <b>DW Fortenberry- 8:30-12</b> <b>Tylertown 5-6:30p</b>	<b>7</b> <b>Pass Christian 8-11:30a</b> <b>Pine Grove 9-11a</b>
<b>10</b> <b>North Pike 5-6:30p</b>	<b>11</b> <b>Wilkinson Co. Christian</b> <b>1-3p</b> <b>South Pike 5-7p</b>	<b>12</b> <b>NECC 10:30-1p</b> <b>John F. Kennedy 9-11:30a</b>	<b>13</b> <b>Brookhaven 5:30-7p</b>	<b>14</b>
<b>17</b> <b>Hattiesburg 7-8:30p</b>	<b>18</b> <b>Loyd Star 9:30-11a</b>	<b>19</b> <b>Lawrence County 9-11a</b>	<b>20</b> <b>Crystal Springs 9-11a</b> <b>Picayune 6-8p</b>	<b>21</b>
<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>

# December 2014

---

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
<i>7</i>	<i>8</i>	<i>9</i>	<i>10</i>	<i>11</i>	<i>12</i>	<i>13</i>
<i>14</i>	<i>15</i>	<i>16</i>	<i>17</i>	<i>18</i>	<i>19</i>	<i>20</i>
<i>21</i>	<i>22</i>	<i>23</i>	<i>24</i>	<i>25</i>	<i>26</i>	<i>27</i>
<i>28</i>	<i>29</i>	<i>30</i>	<i>31</i>			

# January 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				<i>1</i>	<i>2</i>	<i>3</i>
<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>	<i>10</i>
<i>11</i>	<i>12</i>	<i>13</i>	<i>14</i>	<i>15</i>	<i>16</i>	<i>17</i>
<i>18</i>	<i>19</i>	<i>20</i>	<i>21</i>	<i>22</i>	<i>23</i>	<i>24</i>
<i>25</i>	<i>26</i>	<i>27</i>	<i>28</i>	<i>29</i>	<i>30</i>	<i>31</i>



# February 2015

---

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16 MGCCC- Perk 9-1p	17 MGCCC- JD 9-1p	18 MGCCC-JC 9-1p	19	20	21
22	23	24	25	26	27	28

# March 2015

---

Sun	Mon	Tue	Wed	Thu	Fri	Sat
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>8</i>	<i>9</i>	<i>10</i>	<i>11</i>	<i>12</i>	<i>13</i>	<i>14</i>
<i>15</i>	<i>16</i>	<i>17</i>	<i>18</i>	<i>19</i>	<i>20</i>	<i>21</i>
<i>22</i>	<i>23</i>	<i>24</i>	<i>25</i>	<i>26</i>	<i>27</i>	<i>28</i>
<i>29</i>	<i>30</i>	<i>31</i>				

# April 2015

---

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		