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INTRODUCTION

2001-2002 was an eventful year for Enrollment Services in that it was our first year as a formal unit within Student Affairs. In this year we have moved offices around physically, changed reporting units within the University for the Registrars Office and Admissions, lost and trained new staff, developed new structures for doing business, begun collecting data and asking questions about the data, and started using Banner at a new level for some offices. We are learning everyday that we have more to learn in order to accomplish our goal of creating opportunities for success for the students we touch. As we continue to focus on becoming a more student-centered university our goal of a continued stream of qualified successful students will be realized through our efforts and the message shared by our graduates. It is our overarching goal that the students recruited, admitted, and enrolled continue to enhance the quality of education delivered by our University.

Enrollment Management at Delta State University is the focused process, which seeks to position the University to recruit students by creating an awareness that turns into commitment and to retain students by providing opportunities for success. EMWC 5/16/01
ANNUAL REPORT

2001-2002

I. DELTA STATE UNIVERSITY
   ENROLLMENT SERVICES SCHOOL RELATIONS & RECRUITMENT
   Betsy Elliott, Director of School Relations
   Debbie Abide, Coordinator of Recruitment
   Jane Hall, Senior Enrollment Counselor
   Joseph McKee, Enrollment Counselor
   Kristi Pantin, Enrollment Counselor

II. DATA AND INFORMATION FOR DEPARTMENT:

<table>
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<th></th>
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<tr>
<td>Campus Tours</td>
<td>534</td>
<td>538</td>
<td>573</td>
<td>549</td>
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<tr>
<td>ACT Scores Received</td>
<td>5,511</td>
<td>5,506</td>
<td>6,231</td>
<td>5,492</td>
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<tr>
<td>High School/Community College Visits</td>
<td>520</td>
<td>498</td>
<td>487</td>
<td>427</td>
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<td>Inquiries (website, phone calls, and written requests)</td>
<td>4,717</td>
<td>3,587</td>
<td>4,601</td>
<td>3,603</td>
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<tr>
<td>Scholarships Awarded—</td>
<td></td>
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<tr>
<td>Leadership</td>
<td>327</td>
<td>366</td>
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<td>Gooch</td>
<td>132</td>
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<td>University</td>
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<td>Alumni-Child</td>
<td>20</td>
<td>14</td>
<td>10</td>
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<td>Regional</td>
<td>20</td>
<td>25</td>
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<td>39</td>
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III. PERSONNEL:

Noteworthy activities and accomplishments:
- Staff attended state meeting of MACRAO (Mississippi Association of Collegiate Registrars and Admissions Officers).
- Director was elected co-editor of MACRAO newsletter.
- Jane Hall, Senior Enrollment Counselor, received MBA degree in May 2002.
- Joseph McKee, Enrollment Counselor, received MBA degree in May 2002.
Enrollment Services Admissions: Annual Report
For the Fiscal Year 2001-2002
and Budget Request for 2002-2003

I. Unit Title: Enrollment Services Admissions
   Unit Administrator: Debbie Heslep, Director

II. Data and Information for Department:

First Time Freshman:
Applications Processed 1566 1655 1756
Number Admitted 734 657 570
Number Enrolled 531 533 495

First Time Transfers:
Applications Processed 1391 1556 1625
Number Admitted 1181 1096 1083
Number Enrolled 899 873 883

First Time Graduates:
Applications Processed 805 696 983
Number Enrolled 468 408 444

Total Undergraduate Applications 3416 3822 4009

Scholarships Awarded
*Academic 24-25 108 111 71
Academic 26-27 85 86 72
Academic 28-29 40 50 51
Academic 30-31 21 23 18
Academic 32-36 10 11 5
Academic Out-of-State 80 85 84
Salutatorian 37 43 40
Valedictorian 66 54 49
*Community College Academic 48 35 18
Department Head 167 143 99
Phi Theta Kappa 161 153 161

* Scholarship are being phased out

III. Personnel:

Debbie Heslep
  * Pursuing Doctorate of Education
- Graduate of the Delta Emerging Leaders Class II Program
- University Assignments and Committees:
  Department of Enrollment Services liaison with Information Technology Services
  Employee Handbook Committee
  Faculty/Staff liaison for Delta Diplomats
  Institutions of Higher Learning Task Force on *IHL Management Report*
  Mississippi Association of Collegiate Registrars and Admission Officers
  One-card Task Force
  Partnership for Adult Continuing Education (PACE),
    Mississippi Electronic Campus
  SCT Banner Recruitment Module Implementation
  SCT Banner Web for Executives Implementation Committee
  Southern Association of Collegiate Registrars and Admission Officers
  Staff Council

Leslie Turner
- Pursuing Master of Business Administration

IV. Goals and Student Outcomes Assessments:

**Unit Goal One**
Install scanner to make the process of mailing hard copy transcripts and applications to the graduate department contacts more efficient.

**Unit Goal Two**
Implement letter generation to speed the process of acknowledging applications.

**Unit Goal Three**
Implement international student application fee and graduate student application fee.

**Unit Goal Four**
Automate the high school transcript evaluation process.

**Unit Goal Five**
Track the source of applications received (internet, recruiting, walk-in).

**Unit Goal Six**
Promote Graduate Secretary to Administrative Assistant.

**Unit Goal Seven**
Revamp the processes involved in the Summer Developmental Program and Intermediate Coursework.