Admissions/Recruitment

Enrollment Management
Administrative Unit Assessment
FY 19 (July 2018-July 2019)

Department and Assessment Report Information

Prepared on:7/31/2019 2:24:37 PM	By:margo.woodham@mga.edu
For which department or area are you reporting?	Admissions/Recruitment
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Departmental Mission and Goals
The mission and goals of the department should be consistent over a 5 year period, although some institutional changes may necessitate and prompt a change in mission or goals for specific departments. In this section, you will report the mission statement for your department as well as the long term goals (5 year range) for the department.

What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.	The mission of Admissions/Recruitment is to support the academic mission of Middle Georgia State University by enhancing and protecting our reputation, creating awareness of our institution, reinforcing our relevance to current and prospective students, recruiting and admitting diverse population of students who will thrive and succeed in programs that promote leadership, collaboration and community development.

What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.	To recruit and admit a diverse population of new and returning students that will assist the overall institution's goal of growth.

Objectives

Each year, every department should identify objectives the department hopes to accomplish in the next year. These should align with departmental goals and the MGA strategic plan. In the next section you will be reporting on the objectives you set and whether or not you achieved them in FY19. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY20.

Objective 1

Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Partner with different departments to deliver more targeted communications to the new student population
Objective 1: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	The office will measure this objective by number of departments partnered with over the year.
Objective 1: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Partner with 3 different departments for better communications to new students.
Objective 1: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)	The Admissions Office partnered with 4 departments: Advising, Financial Aid, Housing, and Registrar's Office.
Objective 1: Did your department meet this objective?	The department exceeded this objective.
Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	Partnering with different departments for the new student population allowed for better, targeted communications to be sent to the population. This created better understanding of the priorities of other departments. The admissions office will continue to grow partnerships between other departments.

Objective 2

Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Create a more efficient process of getting prospect information into the CRM.
Objective 2: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	This objective is measured by the amount of time between receiving a contact card from a prospect and entering the information into the CRM.
Objective 2: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	The targeted outcome was to decrease the time between receiving a contact card and getting the information into the CRM. Typically, this time frame can take up to two weeks to complete.
Objective 2: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)	We achieved this goal by decreasing the time between receiving a contact card to importing the information from a 2 week average to a 1 week average. This is a 50% decrease in wait time.
Objective 2: Did your department meet this objective?	The department met this objective.
Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	To achieve this goal, a standard electronic contact card was created. This allowed for quick data entry directly into the system and an efficient way to overcome lag time between data entry and importing the data into the CRM. The next step of this process is to create a QR code for prospects to access this electronic card themselves, eliminating the need for paper contact cards and employees to input the data.

Objective 3

Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Increase SMS text messages by 10% to new students.
Objective 3: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Measured by the number of completed SMS text messages compared to the previous year.
Objective 3: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	The target outcome for this goal was 10% more SMS messages to be sent than the previous year. This would be 30,114 messages to be sent.
Objective 3: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)	The department actually increased SMS messaging by 45%.
Objective 3: Did your department meet this objective?	The department exceeded this objective.
Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	Admissions learned how engaging SMS texting is for our targeted population. Most communications were converted over to an SMS template, which is what caused the large increase over the goal increase. Admissions will continue to covert communications from email and letter to additionally increase SMS templates of communication.

Objective 4

Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Increase Admit Day events at local high schools.
Objective 4: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Compare the previous year's number of Admit Day events to this year's Admit Day events
Objective 4: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	The goal was to increase the number of events from 4 the previous year to 8 this year- doubling the number of events.
Objective 4: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)	The Admissions office increased the number of events from 4 the previous year to 9 this year.
Objective 4: Did your department meet this objective?	The department exceeded this objective.
Objective 4: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	Admit Day at local high schools is very effective at getting students to apply, submit documents, and get accepted into the University. This is an event that requires both the recruitment team and the processing team to work together to quickly admitted multiple students on the spot. The Admissions Office will continue to increase the number of Admit Days.

Future Plans

Please identify at least four measurable objectives for the next fiscal year. In listing the objectives, please use the format shown in these examples.1) The Department of X will improve services levels by 5% as measured by our satisfaction survey. 2) The department to X will provide training in ABC for at least 73 MGA faculty and staff.	1) The Admissions department will increase the partnerships between different departments around MGA to streamline targeted communications to new students. 2) The Admissions department will develop a way to track Orientation attendance. 3) The Admissions office will increase outbound calls by 5% from the previous year. 4) The Admissions department will increase recruitment efforts of Non-traditional and transfer students.
Based on this assessment, please share your thoughts on the current status and future direction of this department or area.	This department will continue to be successful.
Open Text Box For Assessment Comments:	We need an assessment tool that does not time out.

Form run:
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