

UNIT REPORT

Admissions - Institutional Effectiveness**Final Annual Report 2019**

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Admissions

Definition of Unit: Undergraduate Admissions

Reporting Year: 2019 - 2020**Providing Department:** Admissions**Department/Unit Contact:** Judy Riggsbee**Mission/Vision/Goal Statement:**

The Undergraduate Admissions Office is dedicated to providing premier customer service, unparalleled student access, and a resolute commitment to student success.

The mission of the Office of Undergraduate Admissions is to recruit, admit, and enroll students who have the potential to be successful at Tennessee Tech University. This mission aligns with the university strategic direction including enrollment, retention, and graduation goals.

Our responsibilities:

- Acquire and manage confidential prospect information
- Strategically communicate with prospects, applicants, and admits
- Offer both on-campus visits and events, in addition to off-campus visits (high schools, college fairs)
- Process applications for admission decision
- Execute consistent and holistic review of each application according to the University's established admission requirements, policies, and procedures

Communication and recruiting efforts are designed to align with the institution's Tech Tomorrow strategic initiatives for increasing the diversity of our student population and continuously developing and improving comprehensive strategic recruitment plans.

The Office of Undergraduate Admissions directly reports to the Vice President for Enrollment Management and Career Placement.

Goal 1: Be good stewards of university resources to achieve new student enrollment expectations that align with the strategic direction of the university.

Define Goal:

Monitor the admissions budget weekly to ensure we are spending allocated funds appropriately for the purpose of recruiting students. Itemized expenses are recorded into a spreadsheet to categorize/track expenses. The overall balance is checked against Banner. Discrepancies between the two are investigated and resolved.

Intended Outcomes / Objectives:

The intended outcome is to use the budgeted funds, without overspending, for recruitment of students. Objective is to get an accurate accounting of the cost of recruitment per student. Improvement can be made by being more descriptive when logging expenses into the spreadsheet. We should be able to accurately predict the budget needed for each index each fiscal year.

Goal 2: Recruit qualified students and their parents through effective recruitment and marketing strategies that are appropriate and targets to specific sub-populations

Define Goal:

All prospective student information is housed in our CRM database. Once a student becomes an applicant, information is passed into our ERP system which is the system of record. Reporting has been developed using the ERP data to track our progress toward application/admitted student goals for each year. This data is to be used to alter recruiting strategies as needed.

Communication plans have been developed and continue to be monitored and improved. Communication is primarily emails from the CRM and some texting since feedback shows that Gen Z students respond better to texting. We also use personal phone calls to communicate deadlines, etc. to our student pool.

Better organization and timing of these communications needs to be a priority.

Intended Outcomes / Objectives:

The intended outcome and objective is to increase enrollment. In order to increase enrollment, prospective students must be encouraged to progress through the enrollment funnel.

Goal 3: Develop on and off-campus relationships that lead to improving the quality and quantity of the new student enrollment.

Define Goal:

We strive to increase the number of campus visitors each year. Data has shown that students are more likely to enroll at the university if they have visited. In addition to the normal visits during the work week, additional visits are held on Saturdays.

Large scale events held each year are Preview Day, and the Spring Showcase. Intent is to bring mass amount of students to campus to show what our university has to offer.

Our recruiters develop relationships with administrators/faculty at the high schools and community colleges. These relationships are invaluable in the recruitment of students. These people have a great influence over where the student will choose to attend college after graduating high school.

Intended Outcomes / Objectives:

Intended outcome and objective is to increase the number of visitors each year which should result in the increase in enrollment.

Assessment Tool: Application and Admit Dashboard

Goal/ Outcome/ Objective: Goals 2 and 3

Type of Tool: Other

Frequency of Assessment: Used daily/weekly to allow us to alter recruitment strategies as needed.

Rationale:

Several dashboards were created fall 2018 to track application/admit counts and compare the counts to prior years on the same day. This is reviewed daily by those in enrollment and is shared with personnel in academic departments.

Spreadsheets are also created weekly to track progress for each region. Strategies are adjusted according to data shown.

Attached Files

[EMCP dashboard for Institutional Effectiveness 2019.docx](#)

[Campus Management Radius Admissions Application.docx](#)

Assessment Tool: Enrollment Reports

Goal/ Outcome/ Objective: Goals 2 and 3

Type of Tool: FTE Enrollment

Tracking Spreadsheet

Other

Frequency of Assessment:

Enrollment is officially measured on the 14th day of the semester. Other reports must be monitored weekly to adjust strategy.

Rationale:

We have an enrollment dashboard that measures enrollment/yield percentages by high schools. This is used to develop recruiting strategy for the next year with more focus placed on schools with the best yield rate.

The bursar's office generates a report about 3 weeks prior to the beginning of class so that each area can encourage students to confirm enrollment.

The official enrollment report is generated by the IR office and is based on the numbers on the 14th day of each semester (census date).

Attached Files

[AD_PROD_Enrollment_Student_Balance_Confirmed_Report_20190903_143106.csv](#)

[Enrollment Dashboard for Institutional Effectiveness.docx](#)

[Enrollment Report by IR for Institutional Effectiveness.pdf](#)

Assessment Tool: Evaluation for Campus Visit/On-Campus Events

Goal/ Outcome/ Objective: 3

Type of Tool: Survey

Frequency of Assessment: After each visit and event

Rationale:

Campus visit surveys are reviewed daily to ensure visitors had a good experience. If not, then someone will reach out to them to discuss the circumstances and take action if needed.

Survey URLs are emailed to visitors after the larger scale events. These are reviewed after enough time has passed to allow them to complete the survey.

Attached Files

[VIPCampusVisitSurvey18-19.pdf](#)

Results: Goal 1

Goal/Objective/Outcome Number: Goal 1

Results:

We did not overspend for FY1819. Requested rollover amounts to help fund for new software for the new fiscal year.

Attachments: Attached Files

[Copy of Budget \(FY 18-19\). Admissions \(All Accts\).Most Recent.xlsx](#)

Results: Goal 2

Goal/Objective/Outcome Number: 2

Results:

Recruitment season ended for fall 19. Enrollment was flat even though the new freshmen enrollment was down. We did increase transfer student enrollment.

Attachments: Attached Files

[f19_enr_unit_and_student_type.pdf](#)

Results: Goal 3

Goal/Objective/Outcome Number: 3

Results:

Campus Visit numbers stayed flat from prior years as shown on the attached report.

Attachments: Attached Files

[VIPCampusVisitUpdate-093019.pdf](#)

Modifications and Continuing Improvement: Goal 1

Goal/Objective/Outcome Number: Goal 1

Program Changes and Actions due to Results:

Financial analyst has a new spreadsheet to predict expenditures based upon expenses from previous years. She will meet monthly with the director to review and discuss any anticipated costs.

Link to Assessment:

Attached is a spreadsheet for one of the admissions indices.

Attached Files

[Publications 256012 FY 19-20.xlsx](#)

Link to 'Tech Tomorrow' Strategic Plan: Efficiency and Effectiveness

Modifications and Continuing Improvement: Goal 2

Goal/Objective/Outcome Number: 2

Program Changes and Actions due to Results:

Director is in the process of analyzing territories and reassigning staff to focus more on middle TN and less on west TN. we have a higher conversion rate from applicant to enrolled from counties within middle TN, than we do from western TN at this time.

Link to Assessment:

		APPLICATIONS						ADMITS						STUDENT WITH MISSING ITEMS	
		2017	2018	2019	2020	19-20 Δ	19-20 Δ%	2017	2018	2019	2020	19-20 Δ	19-20 Δ%	2020	2020 %
REGION	COUNSELOR														
Northeast Total	Justin Handley	269	274	305	378	73	23.93%	122	133	141	149	8	5.67%	229	60.58%
Upper Cumberland Total	Lucy McGauvran	328	500	488	572	84	17.21%	145	198	179	258	79	44.13%	314	54.90%
Southeast Total	Ted McWilliams	424	526	517	589	72	13.93%	195	269	253	308	55	21.74%	281	47.71%
West Total	Marlana Smith	173	201	230	227	-3	-1.30%	57	72	66	66	0	0.00%	161	70.93%
Middle Total	Kayla Blouin	737	725	907	884	-23	-2.54%	390	355	497	484	-13	-2.69%	400	45.25%

Attached Files

[Enrollment Dashboard for Institutional Effectiveness.docx](#)

[EMCP dashboard for Institutional Effectiveness 2019.docx](#)

Link to 'Tech Tomorrow' Strategic Plan: Efficiency and Effectiveness

New Modifications and Continuing Improvement: Goal 3

Goal/Objective/Outcome Number: 3

Program Changes and Actions due to Results:

Campus Visit program is under new management for academic year 1920. Changes have been made in structure and staffing.

Link to Assessment:

The attached document shows that new method is working and is helping to increase our number of visitors to our campus.

Attached Files

 [VIPCampusVisitUpdate-092319.pdf](#)

Link to 'Tech Tomorrow' Strategic Plan: Efficiency and Effectiveness

New Improvement to Assessment Plan: Goal 2

Improvements to Assessment Plan:

Admissions has implemented Signal Vine texting platform to better communicate with prospective students.

We have also contracted with Capture Higher Ed to assist with identifying prospective students who are more likely to enroll at the university. This will allow us to better manage our available resources.