

University of Louisiana at Lafayette

Detailed Assessment Report 2015-2016 Undergraduate Admissions/Recruitment

As of: 11/18/2016 11:12 AM CENTRAL

(Includes those Action Plans with Budget Amounts marked *One-Time, Recurring, No Request.*)

Mission / Purpose

The Office of Undergraduate Admissions and Recruitment achieves university enrollment goals by providing high-quality leadership, services, and structured programs in order to recruit, admit, and enroll students whose accomplishments, talents, and experience demonstrate academic preparedness and likelihood of success at the University of Louisiana-Lafayette.

The vision of the Office of Undergraduate Admissions and Recruitment is to be a leader among peer universities and campus constituents in optimizing processes and programs in order to facilitate progress and achieve university goals. We will be a model for campus-wide communication and collaboration. We will maintain an energetic, creative, and client-focused environment where diversity is fostered and valued, opportunities for staff development and contribution are cultivated, and achievement is recognized.

Goals

G 1: Alumni & Campus Constituency Partnership in the Admissions/Recruitment Process

Incorporate alumni, current students, and faculty in the execution of recruitment events and programs. This shall include:

- A. Re-establishment, training, and sustainance of an alumni recruitment network with at least 15 members.
- B. Engagement of faculty and staff in on and off-campus programming efforts as well as in direct contact programs. This shall include at least 90% participation from each college/academic service unit in major programs (Preview Day and Lafayette Parish Recruitment Fair), as well as 90% college participation in targeted direct programs to increase yield.
- C. Establish a student recruitment/ambassador group, train members, and have them actively participate in recruitment programs. The initial goal should have at least 20 members who have at least 25 volunteer hours each semester (commencing in Spring 2013).

G 2: Customer Service Feedback

Establish a customer service feedback mechanism which gages student feedback in the following areas and according to the following paradigms:

- A. Campus Tour Evaluation (achieve an overall mark of at least 4.0 out of 5.0 on campus tours from student evaluations)
- B. Recruitment Program Evaluation (achieve an overall mark of at least 4.0 out of 5.0 on campus tours from student evaluations for each hosted recruitment program)
- C. Admissions/Recruitment Student Service Evaluation (achieve an overall mark of at least 4.0 out of 5.0 on student service evaluations collected from incoming freshmen and transfer students)

G 3: Enhance Transfer Recruitment/Admissions Practices & Processes

Enhance the Transfer student recruitment/admissions process to focus on excellent client service in the following particulars:

- A. Establish and execute an annual contact program for transfer students that begins with the prospect phase and continues through enrollment.
- B. Lower the number of in-process (non-decision) transfer students from each semester by 5% from the previous year's comparative total.
- C. Create a transfer admissions process outline that focuses on initial prospect identification through the various process flows at UL Lafayette. This should include all the necessary offices involved in the process.
- D. Re-establish a transfer advisory committee that meets at least twice per semester (in Fall and Spring) designed to improve student services for transfer students.

Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

O/O 1: FTF In Process Applications

To reduce the number of in process(non-decisions) first time freshman applications for Fall 2010 by five percent.

Related Measures**M 1: Comparative Statistics**

Application Count

Source of Evidence: Administrative measure - other

Target:

5% reduction

Finding (2015-2016) - Target: Not Met

In terms of the numerical data, the reduction of five percent did not occur. There was an increase in applicants; however, the number of increased new casual applicants caused an increase in the number of in-process applications to grow. The Office of Admissions implemented a policy of requiring the payment of the application fee prior to processing an admission decision resulting in a higher number of in-process applications.

Related Action Plans (by Established cycle, then alpha):**FOCUS ON CONCENTRATED APPLICANTS AND COMPLETERS**

Staff shall increase efforts focused on curbing the number of casual applicants and yield to more completed applicants. This should be made through increased outreach for FTF applicants through e-mail (at least twice monthly) and once a month through traditional mail until the applications are complete. It is worth noting that this may cause an increase in the number of admission denials.

Established in Cycle: 2014-2015

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Comparative Statistics | **Outcome/Objective:** FTF In Process Applications

O/O 2: Transfer In Process Applications

To reduce the number of in process(non-decisions) transfer applications for Spring 2010 by

twelve percent.

Related Measures

M 2: Transfer Comparitive Statistics

Application Count

Source of Evidence: Administrative measure - other

Target:

Reduce by 12%

Finding (2015-2016) - Target: Not Met

The reduction of 12 percent did not occur. The number of transfer applications increased; however, the Office of Admissions implemented the policy of requiring the payment of the application fee prior to rendering an admission decision. This resulted in 34% of in-process applications.

Related Action Plans (by Established cycle, then alpha):

Increased Communication with Transfer Applicants

As with FTF, a large percentage of our non-decisioned transfer applications are due to missing information. We continue to communicate with Transfer Students about documents and other information we need in order to make a decision on an application. Applicants were sent written communication(letters). An email blast was followed up within two weeks.

Established in Cycle: 2009-2010

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Transfer Comparitive Statistics |

Outcome/Objective: Transfer In Process Applications

Responsible Person/Group: Office of Admissions

RECOMMENDED LOWERERING OF TARGET

It is recommended that the transfer in-process applicant measure be lowered to 8-10% reduction instead of 12%.

Established in Cycle: 2014-2015

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Transfer Comparitive Statistics |

Outcome/Objective: Transfer In Process Applications

O/O 3: Transfer Transcript Evaluation Satisfaction

To administer an admissions transfer student satisfaction survey. Specifically, we will seek to ensure that 65% of Transfer Students admitted in Spring 2010 felt their transcript evaluation was done in a timely manner.

Due to staff limitations and success of survey administration, this outcome was ended in 2013.

Related Measures

M 3: Trasfer Communication and Programs

Transfer Communication and Programs Activity Volume

Source of Evidence: Activity volume

Target:

- (1) Monthly Communication With In-Process Applicants
- (2) Increase of 10% in transfer outreach program attendance

Finding (2015-2016) - Target: Met

The Office of Admissions did complete communication monthly via email (twice monthly) to incomplete applications. In addition, one targeted postal mail request was sent for missing information.

Representatives from UL Lafayette attended transfer programs and conducted phone calls to applicants with in-process applications.