

2017-2018 Assessment Cycle VPE_ Undergraduate Admissions / Recruitment

Mission (due 12/4/17)

University Mission

The University of Louisiana at Lafayette offers an exceptional education informed by diverse worldviews grounded in tradition, heritage, and culture. We develop leaders and innovators who advance knowledge, cultivate aesthetic sensibility, and improve the human condition.

University Values

We strive to create a community of leaders and innovators in an environment that fosters a desire to advance and disseminate knowledge. We support the mission of the university by actualizing our core values of equity, integrity, intellectual curiosity, creativity, tradition, transparency, respect, collaboration, pluralism, and sustainability.

University Vision

We strive to be included in the top 25% of our peer institutions by 2020, improving our national and international status and recognition.

College / VP and Program / Department Mission

Mission of College or VP-area

Provide the mission for the College or VP-area in the space provided. If none is available, write "None Available in 2017-2018."

The Division of Enrollment Management at the University of Louisiana at Lafayette provides campus leadership in delivering high quality, student-centered services and support to facilitate the recruitment, transition, retention, education, and timely graduation of a highly qualified, diverse student population. We utilize the principles of Strategic Enrollment Management, in collaboration with campus and community constituents, to make data and research driven decisions.

Mission of Program / Department

Provide the program / department mission in the space provided. The mission statement should concisely define the purpose, functions, and key constituents. If none is available, write "None Available in 2017-2018."

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.

Attachment (optional)

Upload any documents which support the program / department assessment process.

Assessment Plan (due 12/4/17)

Assessment Plan (Goals / Objectives, Assessment Measures and Criteria for Success)

Assessment List

Goal/Objective	To reduce the number of In Process (non-decisions) First Time Freshman applications for Fall 2017 by eight percent.		
Legends	OO - Outcome/Objective (administrative units);		
Standards/Outcomes	Identifier		
	Description		
	Student SI.Student SI 1	Recruit, retain, and graduate outstanding students (undergraduate and graduate; traditional and nontraditional; transfer and returning adults).	
Student SI.Student SI 1.KPI 3	Maximize opportunities for student enrollment and progression in traditional and distance education curricula, including strengthening transfer partnerships with community colleges.		
Assessment Measures	Assessment Measure		
	Criterion		Attachments
	Direct - Administrative measure - Application Count (Other)	The Office of Admissions implemented a policy of requiring the payment of the application fee prior to processing an admission decision.	

Goal/Objective	To reduce the number of In Process (non-decisions) Transfer applications for Spring 2018 by ten percent.		
Legends	OO - Outcome/Objective (administrative units);		
Standards/Outcomes	Identifier		
	Description		
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Program / Department Assessment Narrative

The primary purpose of assessment is to use data to inform decisions and improve programs (student learning) and departments (operations); this is an on-going process of defining goals and expectations, collecting results, analyzing data, comparing current and past results and initiatives, and making decisions based on these reflections. In the space below, describe the program's or department's overall plan for improving student learning and/or operations (the "assessment plan"). Consider the following:

- 1) What strategies exist to assess the outcomes?
- 2) What does the program/department expect to achieve with the goals and objectives identified above?
- 3) How might prior or current initiatives (improvements) influence the anticipated outcomes this year?
- 4) What is the plan for using data to improve student learning and/or operations?
- 5) How will data be shared within the Program/Department (and, where appropriate, the College/VP-area)?

Assessment Process

We have automated reports to track the number of in-process applications for the different populations. The reports help us identify the applications needed to be worked on and we are in the process of cleaning up our data to reduce redundancies and duplicates. With the improvements in place, we anticipate to meet our goal of reducing the number of in-process applications and we can learn from historic data collected in the surveys. This will aid in improving our events to better serve the populations and recruitment. The data is shared within the department by automated reports and weekly team meetings.

Results & Improvements (due 9/15/18)

Assessment List Findings for the Assessment Measure level for To reduce the number of In Process (non-decisions) First Time Freshman applications for Fall 2017 by eight percent.

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Reflection (Due 9/15/18)