

2016-2017 Assessment Cycle VPE_Undergraduate Admissions / Recruitment

Mission (due 1/20/17)

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 / Department / Program Mission

College Mission

Provide the college mission in the space provided. If none is available, write "None Available in 2016-2017."

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.

Department / Program Mission

Provide the department / program mission in the space provided. If none is available, write "None Available in 2016-2017".

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.

Assessment Plan (due 1/20/17)

Assessment List (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 2016 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 2017 by ten 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 the policy of requiring the payment of the application fee prior to rendering an admission decision.	

Goal/Objective	We will assess the level and quality of service.		
Legends	OO - Outcome/Objective (administrative units);		
Standards/Outcomes	Identifier	Description	
	Student SI.Student	Recruit, retain, and graduate outstanding students (undergraduate and	

	SI 1	graduate; traditional and nontraditional; transfer and returning adults).	
	Student SI.Student SI 1.KPI 4	Improve student success through engagement in high impact practices.	
	Student SI.Student SI 4	Expand and strengthen UL Lafayette	
Assessment Measures			
	Assessment Measure	Criterion	Attachments
	Indirect - Survey - students	To administer customer surveys to target 3 major populations: adult, transfer, and freshman - to assess the level and quality of service. Goal of reaching 80% positive satisfaction and 75% overall satisfaction.	

Results & Improvements (due 9/15/17)

Results and Improvement Narratives

Assessment List Findings for the Assessment Measure level for To reduce the number of In Process (non-decisions) First Time Freshman applications for Fall 2016 by eight percent.

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Assessment			

Findings	Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
	Direct - Administrative measure - Application Count (Other)	Has the criterion The Office of Admissions implemented a policy of requiring the payment of the application fee prior to processing an admission decision. been met yet? Not met	From Fall 2015 to Fall 2016, the number of In Process applications for the First Time Freshman population increased by 75.82%. This could be due to many factors - transitioning to a new student information system (Banner), duplicate applications, and the effects of moving in-process applications to withdrawn/inactive status. The transition year to Banner may have affected data reliability. Moving the in-process applications to withdrawn/inactive status resulted in the admit numbers being under reported.	STATSFA.txt	- Policy / Process / Procedural: We plan on starting a more focused and targeted communication campaign for the Freshman population - sending out weekly reminders for incomplete files and moving the in-process applications to withdrawn/inactive status after the campaign has ended (4th/final reminder).

Assessment List Findings for the Assessment Measure level for To reduce the number of In Process (non-decisions) Transfer applications for Spring 2017 by ten percent.

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					<p>experience after the application has been submitted --> 2-3 Questions: clarity of questions, ease of navigation, and overall experience. A survey for satisfaction on recruitment during process may also be sent out in the future.</p>
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Reflection (Due 9/15/17)

Reflection

1) How were assessment results shared in the unit?

Please select all that apply. If "other", please use the text box to elaborate.

Distributed via email (selected)

Presented formally at staff / department / committee meetings (selected)

Discussed informally (selected)

Other (explain in text box below)

2) How frequently were assessment results shared in the unit?

Frequently (>4 times per cycle) (selected)

Periodically (2-4 times per cycle)

Once per cycle

Results were not shared this cycle

3) With whom were assessment results shared?

Please select all that apply.

Department Head (selected)

Dean / Asst. or Assoc. Dean (selected)

Departmental assessment committee

Other faculty / staff (selected)

4) What were the measurable or perceivable effects on your current (2016-2017) findings based on prior action plans (created in 2015-2016)?

2015-2016 was the start of transitioning to a new SIS and it has affected data reliability across many departments. We are still learning the new system while working to fix and clean up data in those areas, and we have implemented new processes to adapt with the changing systems. The new processes are being tweaked accordingly as we progress. The plans in place are identifying the duplicate applications and processing the applications in a more streamlined fashion. This should increase the number of admits, decrease the number of in-process applications, and enhance data integrity.

5) What has the unit learned from the current assessment cycle?

From the current assessment cycle, we have learned the data from our new SIS may not be as reliable and we are working to fix this in the future. We have implemented new processes to catch duplicate apps and we need more frequent communications with the student.

Attachments