

# Administrative Unit Assessment Report

**Assessment** is a term commonly used to encompass the process of gathering and using evidence to guide improvements.

SACSCOC requires that "The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results".

## Be sure to **SAVE** your progress as you work!

**Administrative Unit**  
Office of Admissions

**Submission Year**  
2020-2021

**Assessment Coordinator Name**  
Jennifer Mathis

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## Unit Goal

### Goal

#### Goal 1

**Unit Goals** are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

#### Unit Goal

To further our efforts to recruit transfer students.

#### Pillar of Success Supported

Selective, Competitive Recruitment and Enrollment of Ambitious and Talented Students

## Outcomes

### Outcome 1

**Outcomes** are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

#### What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

Increase the number of applications of transfer students.

**Timeframe for this Outcome**

2019-2020

**Performance Target for "Met"**

Increase applications by 10%

**Performance Target for "Partially Met"**

Increase applications by 5%

**Performance Target for "Not Met"**

Increase applications - less than 5%

**Assessment Measure Used**

Admissions Application reports

**Frequency of Assessment**

Yearly

**Data Collected for this Timeframe (Results)**

In Fall 2020, we had 189 transfer students. For fall 2019, we had 173 transfer students. Almost increased it 10% but not quite.

**Score (Met=3, Partially Met=2, Not Met=1)**

2

**Comments/Narrative**

In the past year, Lander has been making changes to policies that should assist us in increasing our numbers. The academic side of the house is working with us these make these changes and new policies. They changed the General Education requirements to make them more transfer friendly. The deans also reviewed the current transfer credit and made some updated to outdated lists. Lander also approved for any student with an AA or AS degree to transfer to Lander without taking any general education classes that are not required for their major.

**Resources Needed to Meet/Sustain Results**

An additional Transfer Admissions Counselor and Academic Advisors for each college could assist with this outcome.

Approximately \$35,000 a person (7 employees)

**Explanation of How Resources Will Be Used**

With an additional Admissions Counselor, we could split the territory around the state and make many more visits and contacts with transfer students. We could market our programs, affordable tuition, and other transfer friendly policies. It would also allow us to have transfer folks to cover the office for walk-in students and tours. Academic advisors in each college would be an asset to Lander and the recruitment process.

## Outcome 2

**Outcomes** are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

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Program may measure student knowledge of healthy habits.)

**What type of Outcome would you like to add?**

Operational Outcome

**Enter Outcome**

Increase the number of events on-campus for transfer students.

**Timeframe for this Outcome**

2019-2020

**Performance Target for "Met"**

Offer one recruitment event each month for transfer students and three transfer registration events during an academic year.

**Performance Target for "Partially Met"**

Offer at least one event each month during the academic year for transfer students.

**Performance Target for "Not Met"**

Offer less than 8 transfer events each academic year for transfer students.

**Assessment Measure Used**

Special event schedule.

**Frequency of Assessment**

Yearly

**Data Collected for this Timeframe (Results)**

We hosted 8 Transfer Tuesday events, one each month during October through May.

**Score (Met=3, Partially Met=2, Not Met=1)**

2

**Comments/Narrative**

We did host 8 events, one for each month of the academic year, but are planning to offer more. We would like to host a recruitment Transfer Tuesday each month and schedule Transfer Week events to assist students with registration each year.

**Resources Needed to Meet/Sustain Results**

An additional Transfer Admissions Counselor (approximately 35,000 a year)

**Explanation of How Resources Will Be Used**

An additional Transfer Admissions Counselor would allow us to host more events and provide one on one attention to each prospective student.

## Goal Summary

**Goal Summary/Comments**

Currently, we are on the correct path to increase the number of transfer students. By increasing the number of applications and special events offered we think it will assist with increasing the overall number of students.

**Changes Made/Proposed Related to Goal**

In order to close the loop, we will schedule additional events in our planning for the next academic year. We will focus on transfer student applications and put more emphasis on the completion of the application process.

**Upload Files (if needed)**

## Goal 2

**Unit Goals** are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

### Unit Goal

Increase communication to prospective students.

### Pillar of Success Supported

Selective, Competitive Recruitment and Enrollment of Ambitious and Talented Students

## Outcomes

### Outcome 1

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### What type of Outcome would you like to add?

Operational Outcome

### Enter Outcome

Increase/develop communication for pre-registration and post-registration for special events.

### Timeframe for this Outcome

2019-2020

### Performance Target for "Met"

The student will receive at least three modes of communication from the date of import before an event and three after an event.

### Performance Target for "Partially Met"

The student will receive at least two modes of communication from the date of import before an event and two after an event.

### Performance Target for "Not Met"

The student will receive at least one communication from the date of import before an event and one after an event.

### Assessment Measure Used

The new Slate CRM system reports.

### Frequency of Assessment

yearly

### Data Collected for this Timeframe (Results)

Currently we are sending two forms of communication before the event and one after the

### Score (Met=3, Partially Met=2, Not Met=1)

1

event.

**Comments/Narrative**

We are sending an invitation and a confirmation email to all students who register for an event. After the event, they receive an evaluation email. We plan to add text messages, another reminder, and more follow up after each event.

**Resources Needed to Meet/Sustain Results**

Increase salary and new title for our current employee who works with the CRM system (\$6,000 and Assistant Director)

A new employee for marketing/writing and assisting with the CRM system.

**Explanation of How Resources Will Be Used**

Our current employee who handled the implementation of the new CRM system and all of our challenges with the new system is very valuable to us. Her knowledge and position make her a perfect candidate for an Assistant Director. We could also use a new employee to handle the writing/marketing focus of our communications. Currently, we can put the communication in place, but need the help with the writing.

## Outcome 2

**Outcomes** are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

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**What type of Outcome would you like to add?**

Operational Outcome

**Enter Outcome**

Develop a full communication plan for suspects.

**Timeframe for this Outcome**

2019-2020

**Performance Target for "Met"**

Suspects receive five forms of communication.

**Performance Target for "Partially Met"**

Suspects receive three forms of communication.

**Performance Target for "Not Met"**

Students receive one form of communication.

**Assessment Measure Used**

The new Slate CRM system.

**Frequency of Assessment**

yearly

**Data Collected for this Timeframe (Results)**

Currently, we send a mailer, an email, and an invitation.

**Score (Met=3, Partially Met=2, Not Met=1)**

2

**Comments/Narrative**

We are excited to have a new CRM system which will assist us with this goal. In the past, we were limited in how much targeted communication we could send due to our CRM system.

**Resources Needed to Meet/Sustain Results**

Increase salary and new title for our current employee who works with the CRM system (\$6,000 and Assistant Director)

A new employee for marketing/writing and assisting with the CRM system.

**Explanation of How Resources Will Be Used**

Our current employee who handled the implementation of the new CRM system and all of our challenges with the new system is very valuable to us. Her knowledge and position make her a perfect candidate for an Assistant Director. We could also use a new employee to handle the writing/marketing focus of our communications. Currently, we can put the communication in place, but need the help with the writing.

## Goal Summary

**Goal Summary/Comments**

In the past, we had a CRM system that was complicated and caused a lot of challenges. By implementing a new CRM, we have more opportunities to increase communication with multiple options for students and parents. Our communication can now be very targeted and is easy to set up. We also have much more confidence in what we are sending out.

**Changes Made/Proposed Related to Goal**

We will develop more messages to be sent through our new Slate system. Now we can send text messages and emails easier and develop an extensive communication flow for all different students.

**Upload Files (if needed)**