

Assessment Plans 2005-2006

Unit: Admissions

What assessments are you planning to conduct during 2005-2006?

The Admissions Office targeted assessment for 2005-6 will focus on process improvements in the recruitment effort. Response time has not been a significant problem in this area, but the breadth, appropriateness and coverage of our communications has been a problem. Accordingly, the assessment will include both specific task targets and numerical targets. The specific tasks to accomplish include: implementation of Banner Recruitment to replace the third party Apply Yourself; extension of the admissions communications plan to a comprehensive communications plan to include recruitment; implementation of a tele-counseling function within the welcome center (to call applicants prior to commitment); and implementation of an information session to follow the campus tour at the Welcome Center. The numeric goals will include increasing the number of primary recruitment publications from six (counting the CD catalog) to ten; increasing the number of high school juniors targeted from 48,000 to 70,000; mail or distribute 50,000 parent centered pieces (new) and mail 4,000 specific pieces to international prospects.
