

AY 2017 – 2018 Assessment

Office of Admissions

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Northwestern Mission. Northwestern State University is a responsive, Student-oriented institution that is committed to the creation, dissemination, and acquisition of knowledge through teaching, research, and service. The University maintains as its highest priority excellence in teaching in graduate and undergraduate programs. Northwestern State University prepares its Students to become productive members of society and promotes economic development and improvements in the quality of life of the citizens in its region.

The Student Experience Mission Statement

The Student Experience provides the University community with programs and services to support the academic mission of creating, disseminating and acquiring knowledge through teaching, research and service while empowering a diverse student population to achieve their highest educational potential. The Student Experience creates a stimulating and inclusive educational environment that is conducive to holistic personal growth. The commitment to students initiates prior to entrance, sustains throughout the college experience and continues beyond graduation. Enrollment Services provides equal access to education for potential students throughout the state and region and promotes economic stability and financial access to citizens. Student Affairs enhances student development and broadens intellectual, social, cultural, ethical, and occupational growth. The Student Experience works closely with faculty, staff, students, and the community to ensure graduates have the capability to promote economic development and improvements in the region.

Enrollment Management:

The Office of Enrollment Management is a student-centered division that is future focused providing educational access to students in our region in order to improve the lives of our citizens. High School Relations, Financial Aid and Scholarships, and Admissions work collaboratively with University faculty and staff to provide services and programming that are innovative and surpasses state and federal guidelines. Enrollment Management fulfills the university's mission and commitment to academic quality, diversity, equity, and inclusion

Office of Admissions Mission:

The Office of Admissions delivers quality service and support to prospective students, faculty, and staff by providing and interpreting admission criteria for Northwestern State University. Admissions provides quality assistance to our stakeholders to assure a diverse student population has access to higher education. The Office of Admissions efficiently disseminates information and processes admission to the University in a fairly and timely manner.

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Methodology: The assessment process includes:

- (1) Data from assessment tools (both direct – indirect, quantitative and qualitative) are collected and returned to the executive director;
- (2) The executive director will analyze the data to determine whether the applicable outcomes are met:
- (3) Results from the assessment will be discussed with the appropriate staff;
- (4) Individual meetings will be held with staff as required (show cause);
- (5) The executive director, in consultation with the staff and senior leadership, will determine propose changes to measurable outcomes, assessment tools for the next assessment period and, where needed, service changes.

Office of Admissions Effectiveness

Student Learning Outcomes

SO 1 The Office of Admissions will ensure applicants, prospective students, faculty, and staff are provided with quality service and support.

Measure 1.1 As a result of providing quality service, prospective students, faculty, and staff will be able to easily find and decipher admission criteria to the university. Survey will be provided to new applicants to assess their thoughts on the admission criteria information and availability as they went through the admission process at NSU. Target is 90% will respond they had no issue in understanding the admission criteria.

FINDING: Target Not Met

ANALYSIS: 80.96% of students surveyed said admission information was readily available and helpful as they went through the admission process. The target was missed by less than 10%. In 2016-17 the target was met with 90.74% satisfaction rate. While the target was met, the response rate was low; therefore, it was determined that a new survey would be conducted. The new survey has been made available to over 4000 applicants who applied during the 2017-18 academic year. Even though the new survey also had a low response rate, the feedback provided was valuable and positive.

ACTION - DECISION OR RECOMMENDATION: Based on the analysis of the 2017-2018 results it was determined surveys will be sent out monthly so that applicants will be able to immediately give their input regarding the admission process. A process should be developed to contact applicants advising them of the admission criteria and how to contact Admissions with any questions. Input will also be sought from the NSU faculty, staff and off-campus instructional sites through a separate survey sent out each semester.

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Measure 1.2 Students will report satisfaction with the quality of the admission process. Evaluation of Admissions Survey will be emailed to all new applicants on their thoughts of the effectiveness of the admission process and understanding the admission criteria. Target is 90% will respond they had no issue with the effectiveness of the admission process.

FINDING: Target Not Met

ANALYSIS: In 2016-2017, the target was met when 91.66% responded that they had no issue understanding the admission criteria. Based on the analysis of the 2016-2017 results the plan of action was implemented to increase the satisfaction rate. However, in 2017-2018, the target of 90% was not met by less than 10%. 80.95% of students surveyed said they were satisfied with the quality of the admission process. 14.29% of students said they did not feel satisfied effectiveness of the process and understanding the criteria. From the feedback, most applicants seemed to be unhappy with the response time and contact from the Admissions Office.

ACTION - DECISION OR RECOMMENDATION: The students surveyed provide constructive criticism as well as positive feedback that will be used to increase the satisfaction with the quality of the admission process. Based on the analysis of the 2017-2018 results Admissions will develop a process to notify applicants of missing information or other ways to speed up the admission process.

Measure 1.3 Students will report satisfaction with the quality of service provided by the Office of Admissions. Target is 90% will respond they were satisfied with the quality of service provided.

FINDING: Target Not Met

ANALYSIS: In 2016-2017, the target was not met with only 87.04% stating that the Admission Office provided quality service. In the analysis of the 2016-2017 results it was determine the response rate was low; therefore, it was determined that a new survey would be conducted. In 2017-2018, the target of 90% was not met. 82.26% of students surveyed said they were satisfied with the service provided by the Office of Admissions. The new survey has been made available to applicants who applied during the 2017-18 academic year.

ACTION - DECISION OR RECOMMENDATION: Based on the analysis of findings from 2017-2018, the Admissions Satisfaction survey has been updated to include all applicants, not just those who enroll. In 2018-2019, Admissions will develop a process to survey applicants on a regular basis throughout the academic year to gain a better understanding of any issues applicants may face. Revision of the survey will also include a section for comments by applicants so that Admissions can address certain concerns applicants may have. Input will also be sought from the NSU faculty, staff and off-campus instructional sites through a separate survey sent out each semester. The

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new survey allowed applicants to provide their specific concerns or suggestions that they feel would have made a better experience for themselves. We anticipate more responses and positive results for next year as we evaluate the responses and recommendations from the students.

SO 2. Decrease the processing time of applications to admit students more efficiently, thereby increasing university enrollment and staff efficiency.

Measure 2.1 Increase the number of freshman students by 5% per semester.

FINDING: Target Not Met

ANALYSIS:

	New Freshmen	% Increase or Decrease
Spring 2017	79	
Spring 2018	91	3% Increase
Fall 2016	1472	
Fall 2017	1542	4% Increase

In 2016-2017, the enrollment for new freshmen increased for both fall and spring semesters much higher than 2017-2018. New Freshmen enrollment increased by 70 students from Fall 2016 to Fall 2017 and by 12 students from Spring 2017 to Spring 2018. This resulted in an increase in New Freshmen enrollment of 4% for Fall 2017 and 3% for Spring 2018. The target of 5% increase in the number of freshmen students was not met for fall and spring semesters for 2017-18. Admissions reduced the processing time of admission credentials by setting goals and time frames. All paperwork was processed within three business days. Emails and messages returned within 24 hours. A back up schedule was provided so that the phones would be answered in a timely manner. Freshman Connection lists were generated earlier in the semester so that the students could be contacted for missing information to turn in sooner. Applications were reviewed, and corrections needed were made earlier. Acceptance letters were generated daily.

ACTION - DECISION OR RECOMMENDATION: Although we did not meet our goal of 5% increase in new freshmen enrollment, we are pleased with an increase in enrollment. Based on the analysis of the 2017-2018 results, in 2018-2019 Admissions will continue to work to decrease the processing time of applications. Admissions will survey freshmen applicants who were never admitted or who did not enroll to determine if any barriers existed that could have been avoided. Findings will be used to enhance

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or revise the processes currently in place. Our goal will continue to be to increase the number of freshmen admits by 5% each semester. The new Admissions Satisfaction Survey will give applicants an opportunity to report their experiences with admission more than they have in the past. Admissions will develop a process to notify applicants of their acceptance earlier. Processes will be reviewed to determine if any

Measure 2 .2 Increase the number of transfer students by 2% per semester.

FINDING: Target Not Met

ANALYSIS:

	New Transfer	% Increase or Decrease
Spring 2016	364	
Spring 2017	369	1.37%
Fall 2017	729	
Spring 2018	730	.13%

New Transfer enrollment increased by 1 student from Fall 2016 to Fall 2017 and by 5 students from Spring 2017 to Spring 2018. This resulted in an in New Transfer enrollment of .13% for Fall 2017 and 1.37% for Spring 2018. The target of 2% increase in the number of freshmen students was not met for fall and spring semesters. Admissions reduced the processing time of admission credentials by setting goals and time frames. All paperwork was processed within three business days. Emails and messages returned within 24 hours. A back up schedule was provided so that the phones would be answered in a timely manner. Freshman Connection lists were generated earlier in the semester so that the students could be contacted for missing information to turn in sooner. Applications were reviewed, and corrections needed were made earlier. Acceptance letters were generated daily.

ACTION – DECISION OR RECOMMENDATION: Based on the analysis of 2017-2018 results we will work to decrease the processing time of applications. Using the new Admissions Satisfaction survey, we should have new input from students who were never admitted or who did not enroll to determine if any barriers existed that could have been avoided. Findings will be used to enhance or revise the processes currently in place. The goal is to increase the number of transfer admits by 2% each semester. Admissions will develop a process to notify applicants of their acceptance earlier.

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Comprehensive summary of key evidence of improvements based on analysis of results

- The Admissions Office provided surveys to applicants to determine their satisfaction with the admissions process.
- Surveys were sent out not only to admitted applicants but to all applicants.
- Applicants were given the opportunity to provide feedback regarding areas needing improvement or meeting expectations.
- Admissions paperwork was processed within a three-business day period.
- Emails were returned within a 24-hour period.
- Phone calls were answered in a timely manner.
- Admissions criteria was updated on the website.
- Admission forms were updated as needed.

Plan of action moving forward

Based on this year's analysis of assessed results, the best plan for moving forward is to be better prepared to get assessments out early. The Office of Admissions will develop a process to have the Admissions Satisfaction survey automatically generated each month for new applicants. Reaching out to the applicants early could help to decrease admission wait time as well as personalize the relationship between Admissions and the applicant.

Faculty and Staff will be surveyed each semester to gather their input for better ways to make the admission process more effective for the applicants/students. Input from the faculty and staff could be helpful to our processes. To find out about departmental issues with admissions we will survey faculty and staff.

Admissions will monitor and update the website with updated admission information as changes are needed to ensure applicants have the most up to date information as possible.

The Office of Admissions will include additional areas for student input from new applicants in the 2018-19 surveys. We will use this information to assess and improve student satisfaction.

We will gather feedback from freshmen and transfers who were not admitted and/or did not enroll to find out how we can serve that cohort better and therefore increase spring transfer enrollment numbers in the future.

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We must increase our response numbers and input from students, applicants, faculty and staff to determine areas that we need to improve on. The expectations should be that applicants have a better experience with the admission process. We will be training staff on new data entry procedures before the new student database (Banner 9) is implemented in the spring 2019.