

Assessment Cycle

AY 2016 – 2017

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 Met

In a survey conducted of 991 new applicants who enrolled during the 2016-17 academic year, 108 applicants provided responses that indicate 90.74% had no issue understanding the admission criteria based on the “Agree”/“Strongly Agree,” answer combinations.

“Admissions information was easily accessible either online or in the Office of Admissions”- Strongly Disagree 7.41%, Disagree .93%, Agree 46.30%, Strongly Agree 44.44%, and N/A .93%.

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ANALYSIS: Although the target was met, the survey response was low with 108 out of 991 responding. The assessment survey was open for a short period of time, which could have resulted in the low number of applicant response. Feedback opportunity was not available for applicants to leave comments. The survey did not include faculty, staff or others who have an interest in the accessibility and understanding of the admission criteria.

ACTION - DECISION OR RECOMMENDATION: 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.

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 Met

In a survey conducted of 991 new applicants who enrolled during the 2016-17 academic year, 108 applicants provided, 91.66 % responded that they had no issue understanding the admission criteria based on the “Agree”/”Strongly Agree,” answer combinations.

“I had no problem understanding the admission criteria to Northwestern State University” Strongly Disagree 5.56%, Disagree 2.78%, Agree 37.96%, Strongly Agree 53.70%, and N/A 0%.

ANALYSIS: The target goal of 90% was met. There was a low turnout of responses by applicants surveyed – 108 out of 991. 8.34% disagreed with the statement. Since there is no feedback from applicants to determine why they disagreed or agreed, it is hard to determine where the disconnect between the two groups may have been.

ACTION - DECISION OR RECOMMENDATION: In order to gain more input from applicants, the Office of Admissions will develop a plan to survey applicants more often during the academic year regarding the effectiveness of the admission process. Additional information to collect might include whether or not the applicant visited the main campus, an off-site campus, telephoned, emailed, etc. therefore identifying the

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source of the information. Once the source is known, plans can be made to enhance or correct any processes that are helping or not helping the applicants. The survey will also be expanded to include faculty, staff and instructional sites for their input.

Measure 1.3 Students will report satisfaction with the quality of service provided by the Office of Admissions.

FINDING: Target Not Met

In a survey conducted of 991 new applicants who enrolled during the 2016-17 academic year, 108 applicants responded and 87.04% believed the Office of Admissions provided quality service based on the “Agree” or Strongly Agree,” answer combinations.

“The Office of Admissions provided quality service” 7.41% - Strongly Disagree, 4.63% - Disagree, 38.89% - Agree, 48.15% - Strongly Agree, .93% - N/A

ANALYSIS: Surveyed 991 new applicants for 2016-17 academic year. Goal of 90% average agree/strongly agree response was not met by (-2.96)%. The number of students who responded was low at 108. It is possible that if more time had been given, more students could have given a better understanding of the overall satisfaction with the quality of service provided by the admission processes in place in the Admissions Office. The Office of Admissions also provides assistance to the faculty, staff and off-campus sites. No input was given by those areas who also rely on this department to provide quality service to their future possible students.

ACTION - DECISION OR RECOMMENDATION: Admissions will survey and make changes to website and instructions based on recommendations from applicants. We will also survey faculty, staff and off-campus instructional sites for their opinion and recommendations to increase the quality of service provided by the Admissions Office.

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 Met

Fall 2015 Freshmen enrollment was 2987; Fall 2016 Freshmen enrollment was 3439. This resulted in a 15.13% increase. Spring 2016 Freshmen enrollment was 2566; Spring 2017 Freshmen enrollment was 2768. This resulted in a 7.87% increase.

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ANALYSIS: The target of 5% increase in the number of freshmen students was met for both fall and spring semesters.

ACTION - DECISION OR RECOMMENDATION: 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 or revise the processes currently in place. The goal is to increase the number of freshmen admits by 5% each semester.

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

FINDING: Target Not Met

Fall 2015 Transfer enrollment was 571; Fall 2016 Transfer enrollment was 729. This resulted in a 27% increase.

Spring 2016 Transfer enrollment was 414; Spring 2017 Transfer enrollment was 406. This resulted in a -1.93% decrease.

ANALYSIS: The number of transfer students increased 27.67% from fall 2015 to fall 2016. The number of transfer students decreased by (-1.93%) from spring 2016 to spring 2017. The number of new transfer students in the fall are significantly higher than the number of new transfer students in the spring. It is not certain, however, if an increase in student enrollment is due to an increase in processing time for admission.

ACTION – DECISION OR RECOMMENDATION: Admissions will continue to work to decrease the processing time of applications by increasing staff productivity. Admissions will survey transfer 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 or revise the processes currently in place. The goal is to increase the number of transfer admits by 2% each semester.

Summary of key findings and or decisions

The Office of Admissions will include areas for student input from new applicants in the 2017-18 surveys. We will use this information to assess and improve student satisfaction. We will also gather feedback from transfers who did not enroll to find out how we can serve that cohort better and therefore increase spring transfer enrollment numbers in the future.