

Assessment Cycle 2018 – 2019

Office of Admissions

Prepared by: Andrea Maley

Date: 6/17/19

Approved by:

Date:

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.

Assessment Cycle 2018 – 2019

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

ANALYSIS: In 2017-18 the target was met with 90% satisfaction rate. Based on the analysis of the results a new survey was developed. In 2018-2019, 91% of students surveyed said admission information was readily available and helpful as they went through the admission process. Although there was a low response rate, as in past years, the feedback provided was valuable and positive. The target was met by 1%.

ACTION - DECISION OR RECOMMENDATION: Based on the analysis of the 2018-2019 results it was determined monthly surveys will be sent out so that applicants will be able to immediately give their input regarding the admission process. A process was developed to contact applicants advising them of the admission criteria and how to contact Admissions with any questions. Even though we planned to seek input from the NSU faculty, staff and off-campus instructional sites through a separate survey sent out each semester, we failed to do so, but plan to include this in the 2019-2020 plan.

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

Assessment Cycle 2018 – 2019

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 2017-2018, the target was not met when 80.95% responded that they had no issue understanding the admission criteria. In 2018-19, the website was updated with new requirements and the applicants were emailed reminders for missing requirements. Even though the target of 90% was not met in 2018-19, the percentage increased to 84% of students who stated they were satisfied with the quality of the admission process. 12% 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: Based on the analysis of the 2018-2019 results, in 2019-2020 we will continue to evaluate the information we provide to the applicants and the means by which we notify them of missing requirements. The students surveyed provided constructive criticism as well as positive feedback that will be used to increase the satisfaction with the quality of the admission process. 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 2017-2018, the target was not met with only 82.26% stating that the Admission Office provided quality service. In the analysis of the 2017-2018 results it was determined a new survey would be conducted. In 2018-2019, the target of 90% was again not met as 87% of students surveyed said they were satisfied with the service provided by the Office of Admissions. The new survey was made available to applicants who applied during the 2018-19 academic year.

ACTION - DECISION OR RECOMMENDATION: Based on the analysis of findings from 2018-2019, the Admissions Satisfaction survey has been updated to include all applicants, not just those who enroll. In 2019-2020, Admissions will develop a process to survey applicants on a regular basis throughout the academic year to gain a better understanding of any issue's 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 new survey allowed applicants to provide their specific concerns or suggestions that

Assessment Cycle 2018 – 2019

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 2019	94	3% Increase
Spring 2018	91	
Fall 2018	1560	1% Increase
Fall 2017	1542	

In 2017-2018, the enrollment for new freshmen increased for both fall and spring semesters, but not as much as in 2018-2019. New Freshmen enrollment increased by 18 students from Fall 2017 to Fall 2018 and by 3 students from Spring 2018 to Spring 2019. This resulted in an increase in New Freshmen enrollment of 18% for Fall 2018 and 3% for Spring 2019. The target of 5% increase in the number of freshmen students was not met for fall and spring semesters for 2018-19. As a result, 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 2018-2019 results, in 2019-2020 Admissions will 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. Our goal will continue to be to increase the

Assessment Cycle 2018 – 2019

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 2019	352	-4%
Spring 2018	369	
Fall 2018	605	-18%
Fall 2017	729	

New Transfer enrollment decreased by 124 students from Fall 2017 to Fall 2018 and by 17 students from Spring 2017 to Spring 2018. This resulted in an in New Transfer enrollment of -18% for Fall 2018 and -4% for Spring 2019. The target of 2% increase in the number of freshmen students was not met for fall and spring semesters. As a result, in 2018-2019 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 2018-2019 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 transfers admits by 2% each semester. Admissions will develop a process to notify applicants of their acceptance earlier.

Assessment Cycle 2018 – 2019

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.
- New processes were developed to inform applicants of missing admission requirements
- Acceptance letters were automated so that applicants would be informed quicker of their admission status
- Acceptance packets were revamped and made to look more professional

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.

Assessment Cycle 2018 – 2019

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 2019-20 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.

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.