

## Assessment Cycle 2019-2020

### 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:** Due to Covid this survey did not go out to students. With the resignation of the Director, this learning outcome was not measured. Even though we were unable to extract this data. Working with Information systems and Institutional research, in AC 2020-2019 we will develop a simple easy survey with no more than 3-5 questions that will automatically go to applications the minute they submit their application for admissions.

In addition, we will investigate ways to better serve and measure service of faculty and staff.

**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

**FINDING:** Target Not Met

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**ANALYSIS:** Due to Covid we did not survey our students.

**ACTION - DECISION OR RECOMMENDATION:** In AC 2020-2021 we will work with Institutional research and Information technology to develop and automatic online survey for all applicants.

**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:** Due to Covid this survey did not go out to students.

**ACTION - DECISION OR RECOMMENDATION:** In AC 2020-2021 we will work with Institutional research and Information technology to develop and automatic online survey for all applicants.

**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:**

	<b>New Freshmen</b>	<b>% Increase or Decrease</b>
Spring 2020	86	9% decrease
Spring 2019	94	
Fall 2019	1503	4% decrease
Fall 2018	1560	

In 2018-2019, the enrollment for new freshmen decreased for both fall and spring semesters, while that is disappointing 1503 is the third largest freshman class since moving to selective admissions. New Freshmen enrollment decreased by 57 students from Fall 2018 to Fall 2019 and by 8 students from Spring 2019 to Spring 2020. The target of 5% increase in the number of freshmen students was not met for fall and spring semesters for 2019-20. 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.

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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 the enrollment. It is the third largest class we have enrolled since moving to selective admissions. Analysis of this metric overtime leads us to question the validity of the metric as a standalone metric for improved staff efficiency.

Based on the analysis of the 2019-2020 results, in 2020-2021 Admissions will work to decrease the processing time of applications.

Moving forward, we will work with Information Technology to develop a survey that will automatically be generated when a student applies for admission. We will ask a question on our new survey about timeliness of responses.

Our goal will continue to be to increase the number of freshmen admits by 5% each semester and to decrease processing time. The new Admissions Satisfaction Survey will give applicants an opportunity to report their experiences with admission directly after applying for admission. We hope that this will increase the number of surveys. Admissions will develop a process to notify applicants of their acceptance earlier.

**Measure 2.2** Increase the number of transfer students by 2% per semester.

**FINDING:** Target Not Met

**ANALYSIS:**

	New Transfer	% Increase or Decrease
Spring 2020	379	8% increase
Spring 2019	352	
Fall 2019	601	-1% decrease
Fall 2018	605	

New Transfer enrollment decrease 4 students from Fall 2018 to Fall 2019 and increased by 27 students from Spring 2018 to Spring 2019. This resulted in an in New Transfer enrollment of 980 for Fall 2019 and 957 for Spring 2020 for a net increase of 23 new transfer students in this cycle. The target of 2% increase in the number of transfer students was met for fall and spring semesters with a 2.4% increase. All paperwork was processed within three business days. Emails and messages returned within 24 hours.

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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 2019-2020 results we will continue to work to decrease the processing time of applications. Analysis of this metric overtime leads us to question the validity of the metric as standalone metric for improved efficiency. Using the new Admissions Satisfaction survey. All students will get a reply message as soon as the application for admissions is submitted. The survey will be short and simple to complete and will assess processing time. We should have input from a larger % of students with an easier process. 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 cycle. Admissions will develop a process to notify applicants of their acceptance earlier.

Therefore, based on the analysis of the 2019-2020 results, in 2020-2021 Admissions will work to decrease the processing time of all applications. We will set a new goal of:

During peak times (April-August), 75% of applications will convert to admits within 5 days

During all other months, 75% of applications will convert to admits within 3 days

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

- During COVID 19 and following state changes in admissions requirements, the NSU Office of Admissions Processed over 1200 applications in 8 weeks.
- 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

## **Assessment Cycle 2019-2020**

- 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**

Working with Information systems and Institutional research, we will develop a simple easy survey with no more than 3-5 questions that will automatically go to applications the minute they submit their application for admissions.

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 2020-2021 survey. We will use this information to assess and improve student satisfaction.

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.