Missouri Valley College
Service Program
Assessment and Planning Report

Year: 2009-2010
Service Program: Admissions Office  Supervisor: Tennille Langdon/Tabatha Inscore
Director & Assistant Director of Admissions

I. MISSION
The Missouri Valley College Office of Admissions is committed to assisting faculty, coaches, and staff to recruit a class of academically strong and diverse students through personalized attention and service.

II. GOALS
The Admissions Office will support the mission, vision, values and goals of the college by:

• Professionally and accurately promoting the college’s academic and athletic programs to both prospective students and the general public
• Recruiting a demographically diverse group of students from a variety of educational and geographical backgrounds
• Providing prompt and accurate responses to all inquiries about the college
• Cooperating with faculty, coaches and other staff to maintain the vision and mission of the college
• Assisting prospective students and their families to ensure a positive and smooth transition into college
• Providing personalized service to all patrons of the college

III. SERVICE OUTCOMES

• Annually visit and provide updated MVC resources to area High Schools and Counselors
• Recruit a competitive body of students geared toward a higher level of learning
• 90% of all inquiries to the Admissions Office will be answered within two weeks
• Engage MVC faculty in the admissions process
• Provide a smooth transition through personal attention for students moving from high school to college and college transfer students
IV. SERVICE DELIVERY MAP

Functions:

i. Kelley Press Interactive Digital State Marketing Campaign
ii. College Fair and High School Visits
iii. Personal contact (phone, email, mail, facebook)
iv. Open House, Early Registration and Visit Days
v. Campus Anyware Timeline & Progress Reporting
vi. Crystal Reports
vii. Annual Informational Counselor’s Luncheon and MSCA Conference Participation
viii. New Freshmen and Transfer Student Satisfaction Surveys
ix. End of Season Recruiter Assessments
x. End of Season Faculty Feedback Survey

The following table indicates the functions in the past year that address respective service outcomes:

<table>
<thead>
<tr>
<th>Service Outcomes</th>
<th>Kelley Press</th>
<th>College Fairs &amp; HS Visits</th>
<th>Personal Contact</th>
<th>Open House/Visit Days</th>
<th>Campus Anyware Timelines</th>
<th>Crystal Reports</th>
<th>Counselor Luncheon/MSCA</th>
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<tbody>
<tr>
<td>Annual visit/resource distribution</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>Recruitment of diverse/academically successful students</td>
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<tr>
<td>Quick response inquiry</td>
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<tr>
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ASSESSMENT TOOLS

All service outcomes will be assessed with one or more of the following methods:

i. Periodic incoming student survey (indirect measure)
   This survey will ask new, incoming students about their experience with the admissions office staff. The survey will be conducted as part of new student registration/check-in at the start of each semester.

ii. Annual and “end-of-season” reports for Campus Staff, Faculty and the Board of Trustees (direct measure)
   This report will contain information to educate MVC Staff, Faculty and the Board of Trustees about the incoming student body and the MVC student population as a whole. The report is presented to the faculty and staff annually at the Convocation Dinner and to the Board at the end of each major recruiting season. Information presented compares overall enrollment to years past and outlines a number of other factors pertaining to the MVC student body (i.e. gender and ethnic diversity among students, a geographic profile, mean standardized test scores, etc.). Information contained in these reports will be used to set the recruiting goals for the upcoming season and identify areas for improvement and/or change in current methods.

iii. Annual faculty survey (indirect measure)
   This survey is still in development, however, the Admissions Office will use it to gauge the involvement and desire to be involved by the members of the faculty in the recruiting process. Currently, faculty members are asked to participate in Open Houses, Early Registration and Visit Days. Results will determine if the faculty wishes to be engaged further, how much time they wish to contribute in the future and in what regard.

iv. “End of Season” Recruiter Assessment (direct measure)
   At the end of each recruiting season, each recruiter is called to meet with the Director of Admissions to assess the recruiter’s success in maintaining the vision and goals of the department as well as the college through recruitment. A plan of action for the next recruiting season will be set forth for each recruiter in accordance with his territory/area of interest including methods and goals for how to meet objectives in the upcoming season(s).

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VI. SUMMARY OF FINDINGS
Assessment through student and faculty surveys will begin in the Fall 2011. Therefore, there are no findings to report this year. However, a small number of individual surveys were completed at check-in to inquire why new students chose MVC for their higher education. Results are included in the “end-of-season” reports. “End-of-season” reporting of the incoming and overall student body profile was presented to the faculty, staff and Board of Curators at the annual Convocation Dinner and Fall Board Meeting. The data can be found in the attached power point presentations that used at each of those presentations.

VII. LEVEL OF ACHIEVEMENT OF GOALS
The “end-of-season” reports and recruiter assessments partially show that progress is being made in the following service outcomes:

i. Recruiters are reaching a large area from which a record number of students are currently enrolled at MVC

ii. The level of academic success is increasing as the mean ACT of incoming freshmen was higher this year than in 2009

iii. Feedback from students and other departments indicated a smooth, quick check-in process for incoming students in Fall 2010 that we believe is attributed to faculty engagement in the Early Registration Days held in the Summer of 2010

VIII. STAFF/Clients/Program INFORMATION
The Admissions Office is comprised of the Director, the Assistant Director, two Full-Time Admissions Counselors (one doubling as the Assistant Director), two Graduate Assistant Admissions Counselors, one Full-Time Admissions Assistant and one Graduate Assistant Admissions Assistant. The Admissions Office is also staffed by every coach and assistant coach on the MVC campus as they are each responsible for recruiting a certain number of student athletes per season. In addition, the Admissions Office is also staffed part-time by a number of faculty members who assist in the recruitment of students for fine arts and specific academic programs.

The Clientele of the Admissions Office includes but is not limited to: Prospective students and their families, high school administrators and counselors, college transfer counselors, the public, alumni, and members of the college community (current students, faculty, staff, administrators and the Board of Trustees).

IX. ANALYSIS/INTERPRETATION
The Admissions Office was successful in reaching the overall recruitment goal for Fall 2010 and increased the record enrollment previously attained by 20 students. Assessment of each recruiter’s individual goals was conducted and future goals have been set and/or revised, if needed. Plans for future recruiting methods have also been designed. Timeliness and efficiency continue to be areas for improvement, however, the implementation of a more up-to-date student data system will assist in new management functions.
X. ACTION PLAN

i. Utilize Campus Anyware Timeline Functions to increase the response rate for admission inquiries and decrease the time lapse between admission status progression

ii. Create a survey to measure the engagement of faculty in the recruiting process

iii. Create a satisfaction survey for incoming students to determine the overall “helpfulness” and “efficiency” of admissions office staff

iv. Utilize Kelley Press reports to determine cost-effectiveness of buying names and print marketing

v. Create a more measurable method by which to gauge the success of individual recruiters in not only meeting their recruitment goal but also their compliance with the mission and goals of the Admissions Office