**Missouri Valley College**
**Service Program**
**Assessment and Planning Report**

Year: 2010-2011  
**Service Program:** Admissions Office  
**Supervisor:** Tennille Langdon/Tabatha Inscore  
**Director/Assistant Director of Admissions**

I. MISSION  
The Missouri Valley College Office of Admissions provides personalized attention and service to prospective students, their families and all patrons of the college, in order to recruit an academically and culturally diverse class of students.

II. GOALS  
The Admissions Office will support the mission, vision, values and goals of the college by:
- Professionally and accurately promoting the college and its programs to prospective students, parents, other education professionals, alumni and the general public
- Recruiting a demographically diverse group of students from a variety of educational and geographical backgrounds
- Providing prompt service and accurate information to all inquirers of the college
- Demonstrating a positive attitude and willingness to help prospective students through each step of the admissions process
- Assisting prospective students and their families to ensure a positive and smooth transition into college
- Collaborating with faculty, coaches and other staff to recruit and matriculate new students

III. SERVICE OUTCOMES  
- All programs of the college are professionally and accurately promoted to prospective students, their families, alumni and the general public.
- The Admissions Office recruits students from a variety of educational, geographical and demographically diverse backgrounds.
- All inquiries are answered promptly and accurately with a positive attitude.
- Prospective students and their families are given personalized attention to ensure a smooth transition from high school to college.
- Faculty, coaches and other staff are invited to partake in the recruitment of new students through regularly scheduled visit days and individual outings.
## 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 MSCA Conference Participation
- viii. New Freshmen Student Satisfaction Surveys
- ix. End of Season Recruiter Assessments

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

<table>
<thead>
<tr>
<th>Assessment Tools</th>
<th>Promotion of College</th>
<th>Diverse Recruitment</th>
<th>Prompt Response</th>
<th>Smooth Transition</th>
<th>Faculty/Staff Engagement</th>
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<tbody>
<tr>
<td>Kelly Press</td>
<td>X</td>
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<tr>
<td>College Fairs &amp; HS Visits</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Personal Contact</td>
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<td>Visit Days</td>
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<td>Campus Anyware Timelines</td>
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<td>Crystal Reports</td>
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<tr>
<td>MSCA</td>
<td>X</td>
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<tr>
<td>New Freshman Survey</td>
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<tr>
<td>Recruiter Assessments</td>
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</table>
V. ASSESSMENT TOOLS

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

i. Periodic incoming student survey (indirect measure)

Powered by SurveyMonkey.com, this anonymous survey will ask new, first-time freshmen students about their experience with the admissions and check-in process. The survey will be distributed to freshman seminar instructors for optional participation.

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 and incoming enrollment to previous years 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 hopes to 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 and the College through his/her recruiting effort. 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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<th>Faculty/Staff Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Satisfaction Survey</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>End of Season Reporting</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Faculty Survey</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Recruiter Assessment</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
VI. SUMMARY OF FINDINGS

STUDENT SATISFACTION SURVEY: A survey was distributed to Freshmen Seminar Instructors via SurveyMonkey.com. The survey was optional and 72/381 students completed the survey for a response rate of 19%. The survey asked students about their experience with the application, admission and fall check-in process. The results are below:

   a. I learned about Missouri Valley College from:
      i. College Fair 4.2%
      ii. High School Visit 8.3%
      iii. Radio/TV Ad 2.8%
      iv. Friend/Family Member 37.5%
      v. A coach contacted me 47.2%

   b. The Admissions Office was helpful and provided me with accurate information about the academic program and/or sport I was interested in:
      i. Strongly Agree 26.4%
      ii. Agree 54.2%
      iii. Neither Agree nor Disagree 15.3%
      iv. Disagree 2.8%
      v. Strongly Disagree 1.4%

   c. To receive information about my application for admission, I preferred to be contacted by:
      i. Phone 31.9%
      ii. Email 52.8%
      iii. Mail 5.6%
      iv. Facebook 4.2%
      v. Text Message 5.6%

   d. When I had questions about my application, I was able to contact my coach or Admissions Counselor easily.
      i. Strongly Agree 39.4%
      ii. Agree 47.9%
      iii. Neither Agree nor Disagree 8.5%
      iv. Disagree 4.2%
      v. Strongly Disagree 0.0%

   e. I received timely notification about my application and acceptance for admission.
      i. Strongly Agree 40.3%
      ii. Agree 57.4%
      iii. Neither Agree nor Disagree 6.9%
      iv. Disagree 1.4%
      v. Strongly Disagree 0.0%

   f. I visited campus before I attended Valley.
      i. Yes 75.0%
      ii. No 25.0%
The overall admissions process was:

i. Very Simple 13.9%
ii. Simple 48.6%
iii. Neither Simple nor Complicated 29.2%
iv. Complicated 8.3%
v. Very Complicated 0.0%

The check-in process (when you arrived on campus to check-in and move-in) was:

i. Very Simple 23.9%
ii. Simple 39.4%
iii. Neither Simple nor Complicated 21.1%
iv. Complicated 15.5%
v. Very Complicated 0.0%

*1 skipped this question

I chose Valley over other schools because:

i. I knew an alumni or someone else who currently goes to Valley 4.3%
ii. The scholarship was good 55.7%
iii. My major was available 12.9%
iv. The size of campus is what I wanted 18.6%
v. It was close to home 8.6%

*2 Skipped this question

What do you wish you would have known before you came to campus this fall?

i. More about my academic program 45.8%
ii. More about the campus history 6.9%
iii. More about the expected cost of attendance 20.8%
iv. More about the residence hall structure 25.0%
v. More about my athletic eligibility 1.4%

Results from this survey will help us to plan more effective methods of contact, restructure the focus of our conversations with prospective students and assess the way we recruit students. For example, knowing that many students would like to know more about their academic program has been helpful in showing faculty that their involvement is crucial. As a result, Dr. Sharon Weiser, CAO has helped us to engage faculty in the development of department and academic area websites and brochures. In addition, knowing that many students prefer to be contacted by email and phone will be important as we begin the next season of recruiting. A major limitation to this survey is that it was only distributed to new, first-time, full-time resident freshmen. We will consider extending the survey to transfer, part-time and commuter students next fall.

END OF SEASON REPORTING: The annual Student Summary report was presented at the Fall Convocation Dinner and to the Board of Trustees on October 21, 2011. A summary of the findings is presented here. Of the 1455 total enrolled students, 580 were new. This is 50 short
of the new student recruitment goal. 10% of the total enrolled population is made up international students, consistent with the fall 2010 data. 25% of new freshmen and transfer students in fall 2011 have permanent residency in the surrounding 12 counties. The mean Standardized College Entrance Exam Scores (ACT and SAT) are 19.84 and 930.18, respectively. This is an increase of 0.17 points for the ACT and a decrease by 16.67 points on the SAT. 15 students were admitted into the new Master’s of Arts in Community Counseling students, 9 to Online classes and 5 to the Wentworth 2+2 program for the fall 2011 term. Goals are currently being set for these new programs for the fall 2012 recruitment season. Insight gained from the end of season reports is currently being used to restructure the awarding process of the Student Employment program, Academic Scholarships and setting the Net Student Revenue for fall 2012. 71 students withdrew their intent to enroll at MVC after signing their preliminary award package for the fall 2011 term. This is an increase of 21 from fall 2010.

FACULTY SURVEY: The faculty survey was not conducted this year due to scheduling constraints. Director of Admissions, Tennille Langdon, did attend a Division Meeting on October 5 to discuss the importance of faculty involvement, the need for division/academic area web pages and to gain insight from faculty about their view of the admissions process. As a result, the Fine Arts department has been given a recruiting budget line from the General Admissions Recruiting Budget from which they can print recruiting materials and travel to high school/community college workshops to facilitate future enrollment. Dr. Sharon Weiser is also helping to encourage the development of division web pages for use in recruiting.

RECRUITER ASSESSMENT: After the last day to add/drop classes for the fall 2011 term, individual and team recruiting assessments were conducted. A comparison of total number of students and net student revenue per recruiter/territory was compiled and reviewed by the Director of Admissions and the Vice President of Enrollment Operations. Findings showed that the current, new enrollment was down 8 students from fall 2010 and lacked 50 students needed to meet the annual goal. Each recruiter was informed of his/her individual totals (quantity of students and average net student revenue) with comparison to his/her individual goals and fall 2010 data. Individual data and the 5-year comparison were insightful and have prompted the Director and VP to review current goals for efficacy.

VII. LEVEL OF ACHIEVEMENT OF GOALS

End of season
i. 9/18 recruitment territories did not meet their goal for quantity of students enrolled in fall 2011
ii. The mean ACT increased 0.17 points from fall 2010 averages, however the mean SAT index dropped 16.67 points
iii. 75% of new freshmen visited MVC before attending
iv. 45.8% of new freshmen indicated that they would have liked to have known more about their academic program before starting school
v. The overall recruitment goal was not met by 50 students
vi. 71 students withdrew their intent to enroll after signing their preliminary award package for fall 2011
vii. International Admissions remained strong with 51 new students enrolling in fall 2011 (increase of 2 from 49 new in fall 2010)

VIII. STAFF/CLIENTELE/PROGRAM INFORMATION
The Admissions Office is staffed by (1) Director of Admission, (1) Assistant Director of Admission/International Admission Coordinator, (2) Graduate Assistant Admissions Counselors, (2) Full-Time Admissions Counselors, (1) Graduate Assistant Admissions Assistant and (1) Full-Time Admissions Assistant. Experience is outlined below:

<table>
<thead>
<tr>
<th>Position</th>
<th>Employment Status</th>
<th>Bachelors Degree</th>
<th>Masters Degree</th>
<th>Years at MVC</th>
<th>Years Experience in field</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director</td>
<td>Full-Time</td>
<td>X</td>
<td>X</td>
<td>5</td>
<td>12</td>
</tr>
<tr>
<td>Assistant Director</td>
<td>Full-Time</td>
<td>X</td>
<td></td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Admissions Counselor</td>
<td>Full-Time</td>
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<td>X</td>
<td>1</td>
<td>3</td>
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<tr>
<td>Admissions Counselor</td>
<td>Full-Time</td>
<td>X</td>
<td>X</td>
<td>4 months</td>
<td>0</td>
</tr>
<tr>
<td>Admissions Counselor</td>
<td>Grad. Asst.</td>
<td>X</td>
<td></td>
<td>5 months</td>
<td>0</td>
</tr>
<tr>
<td>Admissions Counselor</td>
<td>Grad. Asst.</td>
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<td></td>
<td>1.5</td>
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</tr>
<tr>
<td>Admissions Assistant</td>
<td>Full-Time</td>
<td>X</td>
<td>X</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>Admissions Assistant</td>
<td>Grad. Asst.</td>
<td>X</td>
<td></td>
<td>10 months</td>
<td>10 months</td>
</tr>
</tbody>
</table>

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 not successful in reaching the overall recruitment goal for Fall 2011 as defined in Sections Vi & VII. Assessment of each recruiter’s individual goals was conducted and future goals are currently being discussed by the Director and VP. Plans for future recruiting methods are also being discussed including the award process for Student Employment Earnings Opportunities and Academic Scholarships. A series of meetings have been taking place between the Director, VP, coaches and admissions counselors. According to counselors who have been in
service over 1 year, use of the Timeline feature in CampusAnyware has been very beneficial to the timeliness of responding to inquiries and applicants (as is also supported by the student survey). With approval from the IT Applications Coordinator, it is our hope that coaches will also be able to utilize this feature in the near future. The number of students who withdrew their intent to enroll after signing preliminary award packages raises some concern about how informed students are of the expected cost of attendance and realistic expectations of attending MVC. Follow up with students who are at risk of withdrawing prior to enrollment will be important in future recruiting efforts.

X. ACTION PLAN

i. Continue to utilize CampusAnyware Timeline Functions to increase the response rate for admission inquiries and decrease the time lapse between admission status progression

ii. Implement a follow-up action in the Timeline for “signed” students

iii. Create and distribute a survey to measure the engagement of faculty in the recruiting process

iv. Increase reach of the Student Satisfaction Survey to include Commuters, Transfer Students, Distance-Learning (Online & Wentworth) and Graduate-Level Students in fall 2012

v. Utilize Kelly Press reports to determine cost-effectiveness of buying names and print marketing

vi. Create and utilize an Admissions Dashboard to give recruiters weekly feedback about the progression toward individual and overall recruitment goals

vii. Explore alternative options for awarding Student Employment Opportunities in preliminary award packages and develop training for all recruiters on proper explanation of said award packages