Missouri Valley College  
Service Program  
Assessment and Planning Report  

Year: 2011-2012  
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. End of Season Recruiter Assessments
ix. Bought names (e.g., “StudentPaths”, “Private Colleges & Universities” & “NRCUUA”)

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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</thead>
<tbody>
<tr>
<td>Kelly Press</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>College Fairs &amp; HS Visits</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Personal Contact</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Visit Days</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Campus Anyware Timelines</td>
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<td></td>
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<td></td>
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<tr>
<td>Crystal Reports</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
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<tr>
<td>MSCA</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recruiter Assessments</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Bought Names</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
V. ASSESSMENT TOOLS

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

i. 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 (e.g., 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.

ii. 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.

iii. “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).

iv. Weekly Status Updates (direct measure)
Each week throughout the recruiting season a status update will be prepared by the Assistant Director of Admissions for presentation to the Director of Admissions and the Vice President of Enrollment Services. Individual recruiting efforts to date will also be shared with each recruiter. These updates will provide the recruiter and supervisors with up-to-date information on the status of the current recruiting season. Interventions to increase productivity can be made at an earlier stage, if needed.
VI. SUMMARY OF FINDINGS

END OF SEASON REPORTING: The annual Student Summary Report was presented at Fall Convocation and included in the October 12, 2012 Board of Trustees meeting notes. A summary of the findings is presented here. Of the 1440 enrolled students for Fall 2012, 546 are new. This is 54 short of the total new student recruitment goal. The online program saw growth by 42% while the Graduate and Wentworth programs failed to grow in new enrollments. International enrollment remained steady and comprises of 11% of the total enrollment. The mean Standardized College Entrance Exam Scores (ACT and SAT) are 19.32 and 895.25, respectively. This is a decrease of 0.52 points on the ACT and 34.93 points on the SAT from fall 2011 enrollments.

FACULTY SURVEY: The Faculty Survey is still in development. Several meetings were attended by the Director of Admission in follow-up to the 2011 plans to increase faculty involvement. Faculty members have created webpages for each division and major to give users information about the program(s). Individual program brochures are in development for recruiters to use while travelling.

END OF SEASON RECRUITER ASSESSMENTS: After the last day to add/drop classes for the fall 2012 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 4 students from fall 2011 and lacked 54 students needed to meet the annual recruiting goal. Each recruiter was informed of his/her individual results with comparison to previous year data. In 2011 individual goals were revised due to territory changes and insight gained in a 5-year study. Six recruiting areas fell short of their individual goals by 5+ students and 6 failed to come within $1,000 of meeting the target Net Student Revenue. This has prompted the Director of Admissions to review territories and goals again for the upcoming year.

WEEKLY STATUS UPDATES: Weekly status updates were initiated June 1, 2012 when a periodic update indicated that recruiting for the upcoming season was at a deficit in comparison to the
prior year. Weekly status updates are ran and maintained by the Assistant Director of Admissions using a report generated by CampusAnyware. Reports are stored on the J:Drive>Off_Admissions>Tabatha>F12 Numbers. Reports are run and a summary of the findings are sent to the Director of Admissions and the Vice President of Enrollment each Thursday afternoon. Within the first four weeks of implementation, reports provided in the weekly status update showed a reduction in the deficit by more than 50%.

VII. LEVEL OF ACHIEVEMENT OF SERVICE OUTCOMES
End of Season
   i. 1/3 of recruitment territories did not meet their goal for quantity of students enrolled or target Net Student Revenue for fall 2012
   ii. Both the Mean ACT and SAT scores fell from 2011
   iii. The overall student recruitment was not met by 54 students

VIII. STAFF/CLIENTELE/PROGRAM INFORMATION
The Admissions Office is staffed by (1) Director of Admission, (1) Assistant Director of Admission/International Admission Coordinator, (3) Graduate Assistant Admissions Counselors, (1) Full-Time Admissions Counselors, (1) Part-Time Admissions Counselor, (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>6</td>
<td>13</td>
</tr>
<tr>
<td>Assistant Director</td>
<td>Full-Time</td>
<td>X</td>
<td></td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Admissions Counselor</td>
<td>Full-Time</td>
<td>X</td>
<td>X</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Admissions Counselor</td>
<td>Part-Time</td>
<td>X</td>
<td>X</td>
<td>3 months</td>
<td>1 year</td>
</tr>
<tr>
<td>Admissions Counselor</td>
<td>Grad. Asst.</td>
<td>X</td>
<td></td>
<td>1 year</td>
<td>1 year</td>
</tr>
<tr>
<td>Admissions Counselor</td>
<td>Grad. Asst.</td>
<td>X</td>
<td></td>
<td>4 months</td>
<td>4 months</td>
</tr>
<tr>
<td>Admissions Counselor</td>
<td>Grad. Asst.</td>
<td>X</td>
<td></td>
<td>2 months</td>
<td>2 months</td>
</tr>
<tr>
<td>Admissions Assistant</td>
<td>Full-Time</td>
<td>X</td>
<td>X</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Admissions Assistant</td>
<td>Grad. Asst.</td>
<td>X</td>
<td>X</td>
<td>2 years</td>
<td>2 years</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 2012 as defined in Sections VI & VII. Goals for individual recruiters have been revised for feasibility and were approved by the Vice President of Enrollment/Athletic Director and the Director of Admissions. A new Scholarship Award Letter was implemented that offers more financial aid opportunities to prospective students (i.e. Direct PLUS Loan option). The new letter also contains a description of each award on its reverse in an effort to help prospective students plan for Student Employment Opportunities, lending options and the payment of any remaining balance owed after awards. Head Athletic Coaches have been given access to CampusAnyware so that they may maintain their prospective athletes and run reports independent of the Admissions Office Assistants.

X. ACTION PLAN/CLOSING THE LOOP
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. Develop and implement a Student Satisfaction Survey to include new Distance-Learning (Online & Wentworth) and Graduate-Level Students in fall 2013
iii. Complete and implement Faculty Survey for use in fall 2013
iv. Continue to use weekly reporting to maintain goals