



Admissions

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Fiscal year 12.15 – 12.16

Mission Statement:

Committed to our ministry to serving students and their families with a Christ-centered approach, the mission of Admissions is to recruit traditional undergraduate students to enable them to experience rewarding academic life in fulfillment of Malone University's overall institutional mission.

Unit Goals:

GOAL 1. Increase outreach to students with a high affinity for a Christian education.

GOAL 2. Expand the top of the admission funnel through new marketing strategies.

GOAL 3. Recraft the presentation of Malone to prospective students and their families to focus on key differentiators and Malone's Christian heritage.

GOAL 4. Increase the number of constituent groups actively involved in the recruitment of undergraduate students.

Expected Performance Outcomes	Means of Assessment & Criteria for Success	Summary of Data Collected	Use of Results
<p>Goal #1</p> <p>Increase outreach to students with a high affinity for a Christian education in order to serve students who are aligned with the mission of the university.</p>	<p>Expanded outreach programs to youth groups, churches, FCA huddles, and schools through the Malone University Worship Band, youth ministry professor, student-athletes, and student testimonials. Our goal was to place one of our outreach programs in a total of 25 church youth groups and school settings every semester.</p> <p>Expanded campus visitation through implementation of new Focus Days highlight individual majors, Find One program which asked Malone students to bring a high school student to campus for a visit, and expansion of the Academic Summer Camp programs.</p> <p>Criteria for success is number of visitors to campus.</p>	<p>Focus Days. A half-day program developed to allow students to explore more fully their academic area of interest. We offered programs related to nursing, education, and zoo/wildlife biology.</p> <p>We hosted students interested in theatre for a behind the scenes tour of a Malone theatre production.</p> <p>We partnered with current Malone students to bring high school students from their hometown to campus for an overnight program. The Find One program attracted 28 students.</p> <p>Expansion of our summer camp program attracted 83 students for six programs. Of the 83, 38 were rising seniors and three are now students at Malone.</p> <p>Partnered with a professor of music to host an Honors Band made up of high school students.</p> <p>Expanded our outreach programs to target high schools and youth groups at select churches. Connecting high school students with our worship band, Chancel Players,</p>	<p>Information on students who engaged with Malone during these programs is used in the admission process by counselors. Engagement in a program such as this is a very high predictor of sufficient interest to merit investment in including the student in the recruitment communication cycle.</p>

<p>Goal #2</p> <p>Expand the top of the admission funnel through new marketing strategies.</p>	<p>Goal #2</p> <p>Partnering with Ruffalo Noel Levitz and the firm’s Target Application Generation program. Through this program we purchased more names, executed a series of nine emails to push application, called 12,000 inquiries utilizing the Ruffalo call center, and mailed a new publication to 10,000 highly rated inquiries.</p> <p>We also purchased more names from sources such ACT, College Board, and Christian college sources.</p>	<p>youth ministry professionals, and student athletes involved in Fellowship of Christian Athletes raised the visibility of Malone with students with the highest affinity for a private, Christian education. A total of 37 outreach visits to youth groups, churches, FCA huddles, and schools through the Malone University Worship Band, compared to 22 the previous year. From these visits, Malone captured 125 inquiry cards from students who have expressed interest in learning about Malone University.</p> <p>Goal #2</p> <p>Increased the applicant pool from 1382 in 2015 to 2195 in 2016.</p> <p>Increased the accepted pool from 920 in 2015 to 1472 in 2016.</p> <p>Increased the size of the entering class from 304 in 2015 to 381 in 2016.</p>	<p>Goal #2</p> <p>Metrics from these strategies are evaluated and will be used in building the recruitment cycle for 2016-2017. This information is utilized in determining where to travel, what names to buy, and where to focus our counselors’ attention and strategy development.</p>
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<p>Goal #3</p> <p>Recraft the presentation of Malone to prospective students and their families to focus on key differentiators and Malone’s Christian heritage.</p>	<p>Goal #3</p> <p>Recrafted every element of our admission cycle including flagship publications such as the viewbook, travel piece, search piece, and financial aid materials.</p> <p>Created one-page major description sheets to strengthen our marketing and presentation of the academic program.</p> <p>Created a majors app for smart phones to enable members of the campus community to describe our majors in a consistent manner with a focus on key differentiators.</p> <p>Utilized alumni, current students, current parents, and the president in the cultivation of parents and families with letters, mailings, and videos.</p> <p>Recrafted the financial aid package that is mailed to families with their award materials to focus on value and investment.</p>	<p>Goal #3</p> <p>Assessed the effectiveness of the new materials through student focus groups and results of the Admitted Student Survey administered by Credo in the fall of 2016.</p> <p>Results from the student focus groups revealed that students clearly recognized Malone’s brand identity as a Christian University.</p> <p>Results of the Admitted Student Survey showed that the number one reason students chose to attend Malone University was the interest in a Christian education and Malone’s reputation for the integration of faith and learning.</p> <p>A quote from the Executive Summary, page 4 of the Credo analysis of the Admitted Student Survey:</p> <p>Matriculants were most concerned about the spiritual environment at the college.</p> <p>Matriculants were most interested in attending a college with an environment that would challenge them to grow spiritually, as well as the Christian focus of the leadership. They ranked nearly all faith-based aspects of the college as more important compared to matriculants from other institutions</p>	<p>Goal #3</p> <p>Results from our student surveys and Admitted Student Questionnaire are used to make marketing and positioning decisions in the new recruitment cycle.</p>
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<p>Goal #4</p> <p>Increase the number of constituent groups actively involved in the recruitment of undergraduate students.</p>	<p>Goal #4</p> <p>A strategic initiative within the division was to identify specific ways to engage faculty, staff, alumni, current students, high school counselors, coaches, and parents in the recruitment cycle.</p> <p>Measurement of these initiatives would focus on tracking the students who engaged with a person from these targeted constituent groups and comparing the yield rate (from admitted to deposited) based on previous history.</p>	<p>Goal #4</p> <p>New initiatives included the following:</p> <ul style="list-style-type: none"> ➤ Engaging members of the Alumni Executive Board in an emailing campaign. ➤ Motivating current Malone students to refer, recommend, and help recruit students from their high schools, churches, athletic teams, and youth groups. ➤ Creating a faculty phone program to connect Malone faculty with admitted students. ➤ Utilizing faculty from nursing, education, and zoo/wildlife biology in the hosting of ½ day visitation programs known as Focus Days. ➤ Partnering with faculty in creative writing to establish a national writing contest and with a faculty member in music to create an honors choir. 	<p>Goal #4</p> <p>Results will inform our engagement programs for the next recruitment cycle. We can track the prospective students through the cycle and see if they yield at a higher level than students who were recruited in the past without these additional touches.</p>
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