



Name of Unit: ADMISSIONS

Assessed by: Linda Kurtz Hoffman

Date (Assessment Cycle): FY16 – FY17

Mission Statement:

Committed in 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:

- 1. To help students and their families understand the admissions process from application to orientation.**
- 2. To recruit potential, and qualified students who meet the admission standards of Malone University, and adhere to the community agreement.**
- 3. To be the central location for all admission inquiries relating to traditional students.**
- 4. To improve upon both the quality and quantity of students enrolled at Malone University.**

Expected Performance Outcomes	Means of Assessment & Criteria for Success	Summary of Data Collected	Use of Results
<p>GOAL #1</p> <p>Admissions counselors will conduct personal campus visits, group visit days, and other special events that will include specific information about the admissions process, including a checklist that leads them from application to new student orientation.</p> <p>Applied students will be contacted by admissions counselors and student assistants on a regular basis by telephone, e-mail, texting, newsletters, post cards, and social networking tools to alert them to the next step in the enrollment process and to help build a working relationship with the student and parents.</p>	<p>For the 2016-2016 cycle, a total of 1400 campus visits per year is expected.</p> <p>For the 2016-2017 cycle, more than 80% of visitors will “Strongly Agree or Agree” with the statement on the Campus Visit Survey, “My campus tour guide was friendly and informative.”</p> <p>For the 2016-2017 cycle, more than 80% of visitors will “Strongly Agree or Agree” with the statement on the Campus Visit Survey, “Overall, I had a positive experience when I visited Malone University”.</p> <p>For the 2016-2017 cycle, more than 80% of the visitors will indicate they “Strongly Agree or Agree” with the statement on the Campus Visit Survey, “The confirmation letter and directions sent prior to my visit were helpful and clear.”</p>	<p>For the 2016-2017 cycle a total of 1429 campus visits.</p> <p>For the 2016-2017 cycle, more than 97% of the visitors will indicate they “Strongly Agree or Agree” with the statement on the Campus Visit Survey, “My campus tour guide was friendly and informative.”</p> <p>For the 2016-2017 cycle, more than 99% of the visitors will indicate they “Strongly Agree or Agree” with the statement on the Campus Visit Survey, “Overall, I had a positive experience when I visited Malone University”.</p> <p>For the 2016-2017 cycle, more than 88% of the visitors will indicate they “Strongly Agree or Agree” with the statement on the Campus Visit Survey, “The confirmation letter and directions sent prior to my visit were helpful and clear.”</p>	<p>Note: By definition, 2014-2015 data now pertains to Fall 2015 incoming students.</p> <p>Admissions has utilized a campus visit survey form to receive feedback from visiting prospective students. In the 2017-2018 report we would like to modify and better monitor the campus visit survey form as we continue to have a low return rate on the surveys. We have emailed surveys to the students this past year and are getting a few more, but not what we would like. Need to continue to fine tune this process! We will alter the campus tour route to include the Johnson Center Worship Center for each tour. We will also work to simplify the visit check-in sheet.</p>

<p>GOAL #2</p> <p>To identify prospective students who are qualified for enrollment at Malone University.</p>	<p>The “Alive Festival” is a special event we attend in order to introduce Malone University to attending families. Our goal is 2300 inquiries for the 2016-2017 cycle.</p> <p>For the 2016-2017 cycle, freshmen admissions counselors will maintain at least a 90% attempted contact rate with prospective students during the recruitment cycle.</p> <p>For the 2016-2017 cycle, qualified students will have a cumulative grade point average of at least 2.0 on a 4.0 scale.</p> <p>For the 2016-2017 cycle, qualified students will have a Composite score of at least 18 on the ACT test or at least a 940 on the New SAT test.</p>	<p>For the 2016-2017 cycle we received word that Liberty University would be the only academic institution allowed at the “Alive Festival”.</p> <p>For the 2016-2017 cycle, the 90% goal was regularly met. Counselors were also requested to have at least 3 attempts each month to drive up completed (two-way) contacts.</p> <p>For the 2016-2017 cycle, the average GPA for incoming freshmen was 3.30.</p> <p>For the 2016-2017 cycle, the average ACT score for incoming freshmen was 22. The average SAT score was 1057.</p>	<p>The Alive Festival leadership has realized the importance to the community of having multiple colleges in attendance for 2017-2018. Malone will again participate and sponsor Alive in 2018.</p> <p>The strategy for 2017-2018 will be to drive students to respond to the counselors’ calls, texts and/or emails. The counselors will utilize JRM to automate some of the outreaches (text campaigns and email campaigns).</p> <p>Admissions will include the mailing of bi-monthly newsletters and post cards.</p> <p>Admissions has decided to continue to monitor average GPA and ACT/SAT scores for incoming freshmen to ensure enrollment standards are being met. In the next assessment cycle our target would be to keep the number of students with less than a</p>
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<p>Attend college fairs, make high school visits, conduct on-campus recruitment events, utilize outside sources and telemarketing to help build an inquiry pool of students that would be qualified for enrollment at Malone University.</p>	<p>(The 940 is a total of the Critical Reading and Mathematics scores)</p> <p>For the 2016-2017 cycle, a total of 20,000 inquiries is expected.</p> <p>For the 2016-2017 cycle, out of the goal of 20,000 inquiries, there will be an application rate of at least 10%.</p>	<p>For the 2016-2017 cycle, total inquiries were 19,011.</p> <p>For the 2016-2017 cycle, there was a total of 2,026 applications submitted which produced a 10% application rate.</p>	<p>2.0 GPA at a low level. We will continue to hold Scholar's Day to increase the number of new students at the upper end of the ACT/SAT and GPA range and improve the average ACT/SAT scores and GPA of incoming students. We are also instituting a new Honors Scholarship. We will continue to host VISIO to help with the upper middle pool of students.</p> <p>Admissions has been working with Ruffalo/Noel Levitz to assist us in better identifying qualified inquiries not necessarily more inquiries.</p> <p>Our travel evaluation form will be used within our JRM system to rate college fairs, high school visits, church visits, etc. This will enable us to use our travel resources more effectively and to better track what students are coming from what program.</p>
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<p>GOAL #3</p> <p>Keep prospective students informed about important dates (Financial Aid, making their registration deposit, and events).</p>	<p>In the 2016-2017 cycle, accepted students will be informed as to the time to begin making their deposits for class registration. At least 391 accepted students will make a registration deposit.</p>	<p>In the 2016-2017 cycle, 400 accepted students made their registration deposit (this number includes freshmen, transfers and readmits).</p>	<p>We will be working hard to have a higher conversion rate from applicant to admit. We will be implementing automated follow emails alerting students what they need to complete their files along with 1-2 mailings indicating the same each semester.</p>
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