MALONE UNIVERSITY
CHRIST'S KINGDOM FIRST

Name of Unit: Graduate and Professional Studies

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Graduate & Professional Studies, Malone University

Date (Assessment Cycle): 2016

Mission Statement: The mission of Graduate and Professional Studies Enrollment is to recruit students by actively contacting and working them through the enrollment process from the point of contact until they start class with Malone University. Increase awareness in the community with local businesses, schools and organizations to positively promote Malone, the Graduate programs, the Degree Completion programs and the overall Malone message.

Unit Goals:

1. Focus on converting applicants into students quicker and more efficiently.
2. Increase awareness in the Malone University experience for the potential student.
3. Develop the GPS staff so that they are qualified and able to promoteThe GPS staff is goal and growth oriented; most of the staff hit their individual enrollment goals but even though the team fell just short of our overall yearly enrollment goal, we still exhibited growth.

Expected Performance Outcomes	Means of Assessment & Criteria for Success	Summary of Data Collected	Use of Results

Goal 1:
 	
In keeping with the theme of becoming more sales oriented, we have focused on converting more applicants into students.
	The means to assess this goal has been to look at our performance from the previous year and compare it to this year.
	
	The best way to do this is to look at each Admissions Counselor's conversion rate for "App to Start." App to start takes the total applicants for that particular counselor and it is divided by the amount of new starts to determine their "App to Start" conversion percentage. As a team we want to be around 65% for our app start but overall an improvement on the previous year is a success.
	
	An applicant is someone that has applied directly to the program or University.
	
	A start is a new student brought to the University from our efforts.
		2015/16 Team Conversion
		Total Applicants – 479
		Total Starts - 272
		App to Start – 56.8%
		
		2016/17 Team Conversion
		Total Applicants – 581
		Total Starts - 322
		App to Start – 55.4%
		
		2016/17 Individual Conversion
		Team Member CT:
		   Total Apps – 133
		   Total Starts – 77
		   App to Start – 57.9%
		
		Team Member JL:
		   Total Apps – 47
		   Total Starts – 29
		   App to Start – 61.7%
		
		Team Member JB (no longer with Malone):
		   Total Apps – 48
		   Total Starts – 69
		   App to Start – 144%
			Although we show significant gains in applicants and starts, our percentage went down. Some of this is natural you're your volume increases but it should have shown an increase. This means that we are staying stagnant when students are applying and we are not working them through the admissions funnel as quickly and efficiently. *This is something that we will continue to focus on and pursue our goal of 65% into 2017/18.*
			
			We did have some personnel moves this year that affected our growth curve, going into the 2017/18 school year we hope to remain fully staffed and more experienced. This is also the reason for some unique individual statistics.
			
			There will also be some transition as all of our online programs are moved to an OPM (The Learning House) for handling. This will free up our time to focus on Ground/ Hybrid students. This will reduce overall volume, bringing a more favorable workload to our team for the most efficient follow-up.

Team Member JT:
    Total Apps – 181
    Total Starts – 88
    App to Start – 48.6%

Team Member AY:
    Total Apps – 157
    Total Starts – 50
    App to Start – 31.8%

Team Member TW (started at the end of the year):
    Total Apps – 15
    Total Starts – 1
    App to Start – 6.7%

Goal 2:

Awareness and branding are a big challenge for any small school, especially in a competitive market.

Being able to single your programs and university out to the potential student is important.

The only way to measure or define this goal is by looking at enrollment numbers for our programs and our total enrollment for our department.

Additionally, we can use the feedback from current students to help determine if we are accomplishing this and what we can do better to improve their experience.

Word of mouth is a large source of interest generation for our programs, so being able to anticipate someone's

2015/16 Total GPS Enrollment: 272
2016/17 Total GPS Enrollment: 322
Difference: +18.4%

2015/16 GPS Program Enrollment:

MGMT
2015/16: 82
2016/17: 55
Difference: -32.9%

RN2BSN
2015/16: 9
2016/17: 24
Difference: +167%

MSN
2015/16: 23
2016/17: 10

Our overall enrollment is up, this is great but we do face some struggles with a couple programs.

The MGMT degree completion program will always be a challenge because of the student type as well as the competition in the marketplace.

The MSN program had a down year, in large part because of interest in the program and the speed of working files through the funnel from inquiry to acceptance. This has been something that was looked into more in the early parts of the year and hopefully corrected, by putting more of a double check process in place.

All of the other GPS programs have grown in enrollment, this is in part because of the experience of our team

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	needs or corralling a bad experience is important.	*Difference: -56.5%* **COED** *2015/16: 57* *2016/17: 60* *Difference: +5.3%* **MBA** *2015/16: 32* *2016/17:49* *Difference: +53%* **MAOL** *2015/16: 33* *2016/17: 47* *Difference: +42.4%* **EDUC** *2015/16: 36* *2016/17: 57* *Difference: +58%*	combined with increased interest and a focus on moving the student to the next step in the funnel. We basically looked at frequently asked questions and combined them into a list. Out of the list we formulated the Graduate Handbook that we send to students. This helps acclimate them to the University and the support services that they have here at the University. The response has been great, it is something that we will update and improve upon yearly to best help the student with the experience at Malone.

Goal 3:
 	
Develop the GPS staff so that they are qualified and able to provide the best service to the potential and current student in addition to positively promote Malone University to external contacts.
	The best way to define or measure this is by looking at total enrollment for the team, individual improvement in enrollment numbers and the total amount of events worked.	There is no statistical data to support this.
		
		2015/16 Total GPS Enrollment: 272
		2016/17 Total GPS Enrollment: 322
		Difference: +18.4%
		
		Individual GPS Enrollment Numbers
		
		Team Member CT:
		    2015/16 starts – 72
		    2016/17 starts – 77
		    Difference – +6.9%
		
		Team Member JL:
		    2015/16 starts – 18
		    2016/17 starts – 29
		    Difference – +61%
		
		Team Member JB (no longer with Malone):
		    2015/16 starts – 92
			This goal will change moving forward as we look to be more involved with feeder schools and companies, the hope is to *increase enrollment by building a stronger pipeline.*
			
			Our overall enrollment has grown, this needs to continue. As we transition an OPM, we will focus more on our on-campus/ hybrid programs and growing those.
			
			All current team members individual enrollment results have grown, this shows that we are developing individually. This number may take a dip for everyone in 2017/18 because we will be handing off programs to our

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2016/17 starts – 69
Difference – -25%

Team Member JT:
   2015/16 starts – 38
   2016/17 starts – 88
   Difference – +131.6%

Team Member AY:
   2015/16 starts – 0
   2016/17 starts – 50
   Difference – +100%

Team Member TW (started at the end of the year):
   2015/16 starts – 0
   2016/17 starts – 1
   Difference – +100%

In **2015/16** we attended 35 events; 15 of those were colleges or universities, 10 were hospitals, 10 were companies.

We also made 6 visits per semester to Stark State College, our closest feeder school. This was not included in the 15 colleges or universities of attended events.

In **2016/17** we attended 50 events; 19 of those were colleges or universities, 16 were hospitals, 5 were companies.

We also made 6 visits per semester to Stark State College, our closest feeder school. This was not included in the 19 colleges or universities of attended events.

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OPM so it may not be an accurate assessment moving towards the next year or two.

Working events do not always give an immediate feedback, every Fall we tend to have a six week period where we attend other schools to promote our graduate programs. These are mostly attended by undergraduate Sophomores and Juniors that are a few years from graduating or Seniors that do not know their next step. The key is to be there, be seen, make them aware of Malone and gain that exposure. We have tried to put a numeric tracking system together for this in the past but it was such a minute number that it was more efficient to take a different approach.

This goal will change next year as we focus on *how to increase awareness in our on-campus programs.*

An additional goal we will add in 2017/18 is our *marketing to local businesses (not in event form) individually and works towards developing partnerships.*

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