Mission Statement

The primary purpose of the Admissions Office is to attract a diverse student population to The University of West Alabama. The Office serves as the liaison between the University and the college bound population. Admissions staff members represent the University at college/career day programs and other activities, serving as counselors to prospective students and families. They are the primary representatives for the University regarding enrollment and as representatives are expected to be knowledgeable about all aspects of the University.
**Annual Assessment Plan**  
**(August 1-September 30)**

**Department** ADMISSIONS OFFICE  
**Division** Student Affairs  
**Academic Year** 2005-2006

<table>
<thead>
<tr>
<th>University Goal</th>
<th>Objectives</th>
<th>Expected Results (Outcomes)</th>
<th>Assessment Instrument(s)/Procedures/Costs</th>
</tr>
</thead>
</table>
| The University will seek potential students by working through high schools in target counties to communicate the quality and benefits of attending UWA. | 1. The Admissions Office will attract a diverse new student population to The University of West Alabama through implementation of the University’s marketing program. | A. The admissions office will travel in and attend the college day programs in the entire state of Alabama, the eight county exempted area and gulf coast of Mississippi, the panhandle of Florida and the consolidated program New Orleans Louisiana.  
B. Direct mail marketing efforts will be targeted to every student who requests university information through college day programs mail/phone requests or other means. These efforts should generate 1,000-1,200 applications for admission.  
C. The admissions office will counsel 75% of the prospective students by phone and conduct approximately 400 tours of campus.  
D. The admissions office goal of 600 new students includes 400 freshmen and 200 transfers. | (1) The Admissions Office travel schedule  
(2) The Admissions Application Report (Registrars office)  
(3) Phone Contact Report and Campus Visit Book. The Admissions Office covers expenses internally. |

*Forward all forms to the dean by September 30 for review.*
**Annual Assessment Plan**  
(August 1-September 30)  
Department **ADMISSIONS OFFICE**  
Division **Student Affairs**  
**Academic Year 2005-2006**

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</table>
| The University will seek potential students by working through high schools in target counties to communicate the quality and benefits of attending UWA. | 2. The Admissions Office will prepare students for the transition to college through coordination and administration of the University Orientation program. | A. 90% of the students who attend Summer Orientation will enroll for classes during the next semester.  
B. 75% of the students who attend orientation will indicate on the Winter Student Satisfaction/survey that they received information, which aided them in the transition to college.  
C. 90% of the evaluations administered at the conclusion of orientation will show a Good to Excellent rating for the overall orientation program | (1) Enrollment report  
(2) Winter Student Satisfaction Survey  
(3) Orientation Evaluation. |

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Annual Assessment Plan  
(August 1-September 30)

Department **ADMISSIONS OFFICE**  
Division **Student Affairs**  
Academic Year **2005-2006**

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| The University will seek potential students by working through high schools in target counties to communicate the quality and benefits of attending UWA. | 3. The Admissions Office will maintain the University’s Merit Scholarship Program as a central part of its marketing plan. | A. 50% of the students who apply for University Scholarships will be awarded. 60% of those who are awarded scholarships will accept.  
B. 60% of students who accept scholarships will enroll for classes. | (1) End of the year Scholarship Report. |

*Forward all forms to the dean by September 30 for review.*
Statement of Achievements

Department  Admissions ___________________________  Academic Year  2004-2005 ____________

<table>
<thead>
<tr>
<th>Plans Implemented</th>
<th>Plans Not Implemented</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Updated and improved all publications</td>
<td></td>
</tr>
<tr>
<td>(2) Hired an additional admissions counselor</td>
<td></td>
</tr>
<tr>
<td>New computer system to be purchased by the Univ. in 2005-operational by Fall 06</td>
<td></td>
</tr>
<tr>
<td>(3) Professional consultant visited campus and reviewed our publications and procedures</td>
<td></td>
</tr>
</tbody>
</table>
# SHORT-RANGE PLANS: FIRST YEAR

**Department:** Admission Office  
**Year:** 2006 - 2007

<table>
<thead>
<tr>
<th>Plans</th>
<th>Strategies to Implement</th>
<th>Completion Date</th>
<th>Approved by</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Continue to enhance publications</td>
<td>1. Use professional photographer for fall and spring</td>
<td>June 15, 2006</td>
<td></td>
</tr>
<tr>
<td>2. 6 person golf cart for tours</td>
<td>2. Plaza Golf cart sales</td>
<td>June 15, 2006</td>
<td></td>
</tr>
<tr>
<td>3. Hardwood flooring for admissions offices</td>
<td>3. Employ the company that floored the Presidents outer office</td>
<td>June 15, 2006</td>
<td></td>
</tr>
</tbody>
</table>

Approved: _____________________________  

Unit Head/Director  

Approved: _____________________________  

Dean/Vice President  

*Forward all forms to the dean by September 30 for review.*
MEDIUM-RANGE PLANS: YEARS TWO AND THREE

Department: Admissions Office                      Academic Years: 2007 - 2009

Year Two

(1) Merit salary increases for counselors
(2) Plantation shutters for admissions offices

Year Three

(3) Variable print on demand viewbook from web page
(4) New laptops computers for counselors

Approved: ________________________      Approved: ________________________
            Unit Head/Director          Dean/Vice President

RESOURCES REQUIRED FOR PLANS (ONE-YEAR PLANS)

Department: Admissions                      Year: 2006- 2007
<table>
<thead>
<tr>
<th>PLANS (Refer to One-Year Plans)</th>
<th>HUMAN RESOURCES (Faculty, Staff, Consultants, etc.)</th>
<th>PHYSICAL RESOURCES (Supplies, Material, Equip., etc.)</th>
<th>OTHER RESOURCES (Printing, Postage, Telephone, etc.)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AVAILABLE</td>
<td>NEEDED</td>
<td>AVAILABLE</td>
</tr>
<tr>
<td>1. Enhance publications/hire professional photographer for fall and spring</td>
<td>$1000</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>2. 6 person golf cart for admissions tours</td>
<td>$0</td>
<td>$0</td>
<td>$3,000</td>
</tr>
<tr>
<td>3. Hardwood flooring for admissions office</td>
<td>$0</td>
<td>$0</td>
<td>$4,000</td>
</tr>
<tr>
<td><strong>Total resources needed</strong></td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
</tbody>
</table>

GRAND TOTAL OF EXPENSES NEEDED: $7,500

AVAILABLE means budgeted in current year’s budget.

In listing AVAILABLE HUMAN, PHYSICAL, AND OTHER RESOURCES, please place an asterisk (*) by any items funded from external sources such as federal, private, contractual, revenue generated, or other such sources external to the university.

Dean/Vice President: ________________________________

Date: __________
## RESOURCES REQUIRED FOR PLANS (TWO-YEAR PLANS)

### Department: Admissions Office

**Year:** 2007 - 2008

<table>
<thead>
<tr>
<th>PLANS (Refer to Two-Year Plans)</th>
<th>HUMAN RESOURCES (Faculty, Staff, Consultants, etc.)</th>
<th>PHYSICAL RESOURCES (Supplies, Material, Equip., etc.)</th>
<th>OTHER RESOURCES (Printing, Postage, Telephone, etc.)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AVAILABLE</td>
<td>NEEDED</td>
<td>AVAILABLE</td>
</tr>
<tr>
<td>1. Merit salary increases for admissions counselors</td>
<td>$0</td>
<td>$7,500</td>
<td>$0</td>
</tr>
<tr>
<td>2. Plantation shutters of admissions offices</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>3.</td>
<td>$0</td>
<td>$0</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL RESOURCES NEEDED**

| | AVAILABLE | NEEDED |
|----------------|-----------------|
| TOTAL RESOURCES NEEDED | $0 | $0 |

**GRAND TOTAL OF RESOURCES NEEDED** (Human Resources + Physical Resources + Other Resources) $10,000

AVAILABLE means budgeted in current year’s budget.

In listing AVAILABLE HUMAN, PHYSICAL, AND OTHER RESOURCES, please place an asterisk (*) by any items funded from external sources such as federal, private, contractual, revenue generated, or other such sources external to the university.

Dean/Vice President: ______________________________ Date: __________

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## RESOURCES REQUIRED FOR PLANS (THREE-YEAR PLANS)

### Department: Admissions Office

**Year:** 2008 - 2009

<table>
<thead>
<tr>
<th>PLANS (Refer to Three-Year Plans)</th>
<th>HUMAN RESOURCES (Faculty, Staff, Consultants, etc.)</th>
<th>PHYSICAL RESOURCES (Supplies, Material, Equip., etc.)</th>
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**The University of West Alabama**  
**Professional and Support Staffing Plan**

Department: Admissions  
Academic Year: 2006-07

Please indicate how each of the following factors will affect staffing for the next academic year.

1. Results of Self-Study (How effective was your department in achieving the goals set during the past year?)

   Enrollment goals were met.

2. Assessment Plan (Is your staff adequate to achieve the results desired for the upcoming year?)
Staffing is adequate to carry out our planned marketing efforts.

3. **Availability of current staff (How many of your current staff will be retiring, going on leaves of absences, returning from leaves of absences, etc.?)**

   No retirements or departures are anticipated.

4. **Availability of part-time help/work-study, etc.**

   Our staffing of student workers is adequate due to our coordination of the university ambassador program.

5. **Other factors affecting your staffing**

   None

Based on the factors described above, the following changes in professional and support staffing are requested for the upcoming academic year.

   No changes requested.

_________________________________  _________________________
Department Head Signature          Date