Mission/Purpose
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.

I. Goals and Student Learning Outcomes, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

A. Goal: Address the major educational issues of the region
Address the major educational, social, cultural, and economic issues of the region and in doing so promote a positive self-image of the institution and the area.

1. Objective: Assist students with navigating the enrollment process
The Admissions Office will increase students' ability to demonstrate understanding of information needed to navigate the enrollment process to college.

   a. Measure: Students requesting information will be assisted
All students requesting information through college day programs will receive information about admissions process, applying for scholarships and other financial aid, and deadlines for completing necessary forms. The Education Dynamics report will be used to provide evidence for this measure.

      Source of Evidence: External report

1. Achievement Target:
100% of all students requesting information through college day programs will receive information and assistance as requested.

2. Findings (2010-2011) - Achievement Target: Not Met
We did not send proper information to 100% of students requesting material. Due to our high number of contact cards, and our short staff, we were not able to enter all students in Datatel in a proper time frame.

3. Action Plan:
Enter contact cards in datatel quickly
Ambassadors will be trained to enter cards in Datatel as soon as they arrive. We will speed up our response time to student inquiries.

Established in Cycle: 2010-2011
Implementation Status: Planned
Priority: High
Implementation Description: When a Counselor comes in with cards, they put it in an assigned box. Students then begin to enter the cards in datatel.
Responsible Person/Group: Brenda Edwards
Additional Resources Requested: Another full time application/prospect processor.
Budget Amount Requested: $20,000.00

II. Goals and Other Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

A. Goal: Address the major educational issues of the region
Address the major educational, social, cultural, and economic issues of the region and in doing so promote a positive self-image of the institution and the area.

1. Objective: Secure an incoming class of new students
The Admissions Office will promote a positive self image of the institution through its work with prospective students, and student influencers (families and counselors) to secure an incoming class of new students each year.

   a. Measure: Attend college day programs in Alabama, Mississippi, and Florida
   The Admissions Office will travel in and attend the college day programs in the entire state of Alabama, the eight service counties and gulf coast of Mississippi and the panhandle of Florida.

   Source of Evidence: Activity volume

   1. Achievement Target:
   Attend all college day programs listed in the College Days of Alabama and Mississippi College Days guides as well as the College fairs in the panhandle of FL from Pensacola through Panama City.

   2. Findings (2010-2011) - Achievement Target: Met
   The Admissions Office attended 407 college day and night programs and private visits in Alabama, Mississippi, and Florida.

   b. Measure: Use direct and electronic mail marketing efforts
   Direct and electronic 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 800-1,000 applications for admission.

   Source of Evidence: Activity volume

   1. Achievement Target:
   Direct and electronic mail marketing efforts should generate 800-1,000 applications for admission.

   2. Findings (2010-2011) - Achievement Target: Met
   As a result, our Fall freshman and transfer application numbers have increased.
   SP 2011= 212 SU 2011= 170 FA 2011=1392

   c. Measure: Increase the number of new students
   The Admissions Office will increase the number of new students, including freshmen and transfers.

   Source of Evidence: Activity volume

   1. Achievement Target:
   The Admission Office's goal is 750 new students including 400 freshmen and 350 transfers.
2. Findings (2010-2011) - Achievement Target: Partially Met
The Admissions Office recruited 407 new Freshman students for the Spring, Summer, and fall Semesters of 2011. The admissions office also recruited 329 new Transfers in the Spring Summer and Fall Semester of 2011.

3. Action Plan:
   Transfer Plan
   Our plan to recruit and retain more transfer students is based on many things. Those things include a more aggressive recruiting plan, which configures targeted mailing and email campaigns for community college students. It also includes more visits to community colleges including monthly visits to feeder schools (shelton, Alabama Southern, EMCC, MCC, and ECC). More professional development will also be implemented. This plan also includes hiring a Transfer recruiter in charge of implementing these strategies.
   
   Established in Cycle: 2010-2011
   Implementation Status: Planned
   Priority: High
   Implementation Description: We begin by attending fairs for transfer students. the data retrieved from those fairs will be used to build messaging plans. then we will follow up with personal visits to those schools.
   Completion Date: 09/01/2011
   Responsible Person/Group: Caroline Poole
   Additional Resources Requested: Increased travel budget, professional development budget, and an increase in printing and graphics budget.
   Budget Amount Requested: $10,000.00

2. Objective: Raise the overall ACT average score of students
The admissions office will seek to gain better qualified students through the use of the Trustee Scholarship program

   a. Measure: Continue to offer good scholarship program
   The Trustee Scholarship's need to stay competitive in relation to other institutions. Offering top scholarships to good academic students can persuade students with high ACT scores to attend UWA.
   
   Source of Evidence: Administrative measure - other

1. Achievement Target:
   We would like for 50% of the students that apply for a Trustee Scholarship to enroll at UWA.

2. Findings (2010-2011) - Achievement Target: Met
383 students (freshmen and transfers) applied for trustee scholarships in 2011. 313 were offered scholarships. From that number, 204 enrolled in school. As a result, 53 percent of our goal was met.

III. Analysis Answers
A. What specific strengths did your assessments show? (Strengths)
   Assessment of Admissions and Enrollment Management showed the ability of its staff to market with a limited budget. It also showed that the department achieved an upward slope compared to the previous year.

B. What specific weaknesses or challenges did your assessments show? (Weaknesses)
The department was weak in its response time to students. A communication plan was devised that will ensure contact with all prospective students.

C. **What plans were implemented?**
The department implemented a communication plan that will solve many problems, including timely responses and more defined territories. A plan that will allow the transfer recruiter to cover more ground was implemented.

D. **What plans were not implemented?**
Admissions and Enrollment Management requested in increase in travel to increase the coverage of territories.

E. **How will assessment results be used for continuous improvement?**
The department will always use assessments to evaluate its performance and measure improvements from the previous years. Assessments let staff see if everything done and helps the department to devise a plan if things are not being done correctly.

IV. **Annual Reports**

A. **Key Achievements**
1. To begin the year, a new organizational method for tables at college fairs was invented to increase students' visual interest in UWA.
2. Preview Day organization was changed to increase involvement of campus organizations.
3. More training for student ambassadors was implemented to increase the success of tours.
4. New brochures were implemented to increase awareness of specific areas (Scholarships, Financial Aid, Brochure for each college, Fact sheet, etc.)
5. The Admissions Office attended 203 college day programs/fairs in Alabama, Mississippi, and Florida.
6. Staff made personal visits to over 450 high schools in the state of Alabama, Mississippi, and Florida (over 200 were visited twice)
8. Fall Preview Day-376 total guests
9. Spring Preview Day-210 total guests
10. Summer Semester Orientation (5-27-2011)- 57 students
11. July Freshman Orientation (7-26-2011)- 264 students
12. July Transfer Orientation (7-12-2011)- 107 students
13. Freshman Applications- 909 students; Freshmen Accepted- 618 students
14. Transfer Applications- 388 students; Transfers accepted- 260- students

B. **Staff Achievements**
Audrey Crawford received her Masters Degree in Counseling/Psychology from The University of West Alabama.

C. **Public/Community Service**
The Department gave material to middle schools in the area for career fairs. Those schools included, carver Middle school in Eutaw Alabama, Livingston Junior High School in Livingston Alabama, York West End School in York Alabama and all of the middle schools in Autauga County. Ambassadors participated in Read Across America. Olivier Charles presented to parents at Green County Head Start about furthering their education at UWA and how to plan for College early with their children.