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/Objectives, with Related Measures, 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. Outcome: 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.

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

2. Findings (2011-2012) - Target: Met
The Enrollment Management Office, through physical and email campaigns, responded to over 4,000 students who requested information about UWA.

3. Action Plan:
Enter contact cards in Datatel quickly
Ambassadors will be trained to enter cards in Datatel as soon as they arrive. Admissions Office will speed up response time to student inquiries.
Established in Cycle: 2010-2011
Implementation Status: In-Progress
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 (recurring)

2. **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.

      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 Florida from Pensacola through Panama City.

      2. **Findings (2011-2012) - Target: Met**
         Admissions Office attended 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 Florida from Pensacola through Panama City.

   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.

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

      2. **Findings (2011-2012) - Target: Met**
         The Enrollment Management Office sent over 5,000 pieces of information through physical mail. The Office has also sent over 50,000 emails to interested students through ConnectEDU (formerly Education Dynamics). Through these mailings, responses were measured by participation in on-campus events, communication to our office, and ultimately applications. Currently, Enrollment Management Office has over 1,000 undergraduate applications. Needless to say, the mailing efforts have worked.

   c. **Measure:** Increase the number of new students
   The Admissions Office will increase the number of new students, including freshmen and transfers.
1. **Achievement Target:**  
The Admission Office’s goal is increasing the number of new students by 750, including 400 freshmen and 350 transfers.

2. **Findings (2011-2012) - Target: Partially Met**  
For the Summer 2011 semester, Enrollment Management hosted an Orientation that contained 10 Freshman students and 27 transfer students. On the week of July 9th, 2012, the Enrollment Management Office held two Orientations. The Transfer Orientation hosted 99 students. The Freshman Orientation hosted approximately 275 students.

3. **Action Plans:**
   a. **Transfer Plan**  
      Enrollment Management improvement plan to recruit and retain more transfer students is based on many factors including a more aggresive recruiting plan, which configures targeted mailing and email campaigns for community college students. This plan 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:** In-Progress  
      **Priority:** High  
      **Implementation Description:** Enrollment Management will begin by attending fairs for transfer students. The data recieved from those fairs will be used to build messaging plans. Then, our office will follow up with personal visits to those schools.  
      **Projected Completion Date:** 08/31/2011  
      **Responsible Person/Group:** Caroline Poole  
      **Additional Resources Requested:** Increased travel budget, professional development budget, and an increase printing and graphics budget.  
      **Budget Amount Requested:** $10,000.00 (recurring)  
   
   b. **Recruitment Plan**  
      Enrollment Management still has two orientations on the calendar for the month of August so, as of now, our numbers are not final.  
      **Established in Cycle:** 2011-2012  
      **Implementation Status:** Planned  
      **Priority:** High  
      **Implementation Description:** Enrollment Management will continue to recruit students until the last Orientation on August 17th, 2012.  
      **Projected Completion Date:** 08/27/2012  
      **Responsible Person/Group:** Oliver Charles/Enrollment Management

3. **Objective:** Raise the overall ACT average score of students  
The Admissions Office will seek to raise the overall ACT score of students by attracting better qualified students through the use of the Trustee Scholarship Program
a. Measure: Continue to offer good scholarship program
The Trustee Scholarships 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.

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

2. Findings (2011-2012) - Target: Partially Met
As of now, Admissions Office has awarded 330 scholarships (freshman and transfer). Admissions Office still has two orientations in August in order to see who will attend UWA.

3. Action Plan:
Scholarships
Admissions Office will continue to urge students to accept their scholarships and attend UWA.
Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High

II. Other Plans for Improvement

A. Increase travel budget
Increase travel budget for Admissions Office to increase time spent in extended service area. Also, the Admissions Office will include band director travel.
Established in Cycle: 2009-2010
Implementation Status: In-Progress
Priority: High
Responsible Person/Group: William Crawford
Budget Amount Requested: $20,000.00 (recurring)

B. Recruit more students
Recruit more students and increase scholarship amounts
Established in Cycle: 2010-2011
Implementation Status: In-Progress
Priority: High
Implementation Description: The Trustee Scholarships need to increase when tuition increases, so we can stay competitive with other institutions.
Budget Amount Requested: $85,000.00 (recurring)

III. Analysis Questions and Analysis Answers

A. What specific strengths did your assessments show? (Strengths)
The assessments from the Admissions and Enrollment Management Office showed that our office is working towards the correct goals. Ultimately, the goal is to increase the number of incoming students, but those students have to be qualified to be in a college setting. Assessments show that the Admissions Office staff is doing a good job of communicating with students, and ultimately getting them to apply.
B. What specific weaknesses or challenges did your assessments show?  
(Weaknesses)  
A challenge of the Admissions office is to constantly increase the number of students in the incoming class. A severe weakness of the office is a small budget that needs to be increased to be more practical.

C. What plans were implemented?  
Admissions implemented a plan for recruiting more freshman students. A plan was also implemented for recruiting more transfer students.

D. What plans were not implemented?  
All plans were implemented.

E. How will assessment results be used for continuous improvement?  
Numbers and target numbers will always be implemented and compared to measure progress. Results can indicate areas where struggling occurs and what can be done to fix it.

IV. Annual Report Section Responses

A. Key Achievements  
- Fall 2011 Preview Day- 678 total Guests  
- Spring 2012 Preview day- 217 total guests  
- Fall 2012 Transfer Orientation- 99 students  
- Fall 202 Freshman Orientation- 275 students

B. Staff Achievements  
Caroline Poole was named the advisor for Pinnacle Honor Society.

C. Public/Community Service  
Admissions staff and its ambassadors participated in “Read Across America” and volunteered at Sumter County Fine Arts Council events. Admissions staff also worked approximately 10 middle school and community career fairs.
### ANNUAL PLAN

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<thead>
<tr>
<th>Item</th>
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<tbody>
<tr>
<td><strong>Goals</strong></td>
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<td>Goals are broad statements describing what the unit wants to accomplish. Goals relate to both the unit's mission and the University's mission. The goal(s) is stated as the University goal(s) a unit is attempting to meet.</td>
<td>YES</td>
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<td><strong>Outcomes/Objectives</strong></td>
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<td>Outcomes and objectives are statements that describe in some detail what the unit plans to accomplish. Outcomes/objectives are associated with all applicable goals, strategic plans, standards, and institutional priorities.</td>
<td>YES</td>
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<td><strong>Measures</strong></td>
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<td>Measures are statements to judge success in achieving the stated outcome or objective. Measures contain information on the type of evidence and assessment tool that a unit will use to verify if stated outcome/objective has been met.</td>
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<td><strong>Achievement Targets</strong></td>
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<td>Achievement targets are the thresholds that the measures must meet for the unit to determine that it has been successful in meeting its specified outcomes/objectives. Achievement targets are measurable statements.</td>
<td>YES</td>
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## SELF-STUDY

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<tr>
<td>Findings</td>
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<td>Findings are indications whether an outcome/objective was met or not. Findings are put into the system under each achievement target. Findings include an interpretation of results, possible uses of results, reflection on problems encountered, indicated improvements/changes and strengths or weakness.</td>
<td>YES ✓</td>
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<td>Action Plans</td>
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<td>Action plans are detailed plans created by the unit to meet an outcome/objective that was only partially met or not met or to make improvement to those outcomes/objectives that were met but still need some strengthening. The plan includes a projected completion date, implementation description, responsible person(s)/group, resources required, and budget amount (if applicable).</td>
<td>YES ✓</td>
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<td>Annual Report</td>
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<td>The Annual Report section contains information on key achievements, faculty and/or staff achievements, and community/public.</td>
<td>YES ✓</td>
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<td>Analysis Report</td>
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<td>The unit has reflected on and created narratives for each of the following areas: specific strengths and progress made on outcomes/objectives, specific weaknesses or challenges, plans that were and were not implemented, and how assessment results will be used for continuous improvement.</td>
<td>YES ✓</td>
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Approved by: [Signature of Dean or Vice President]

Date: 7/27/12

Received by OIE: [Signature of Coordinator of Planning and Assessment]

Date: 8/7/12