Annual Goals for Admissions

2010-2011

Title: Scholarship Acceptance

Description: Electronic scholarship acceptance

Budget: 0.00

University Goals: 1,4

Strategic Goals:

Responsibility: Kim O. Mauldin, Director of Admissions

Participation: Ben J. Baker, Director of Student Financial Services

Results: This goal was not achieved during the 2009-10 academic year; however, so it will remain a goal for the Office of Admissions as we move into the 2010-11 academic year.

Actions:

Improvements: This goal was not achieved during the 2009-10 academic year; however, so it will remain a goal for the Office of Admissions as we move into the 2010-11 academic year.

Title: Staffing Needs

Description: Due to proration, the Office of Admissions has been without an Associate Director since September 2008. With the increased application volume coupled with the increased need to grow enrollment, this position is vital to the operation of the office and to Enrollment Services. Therefore, the need to have this position restored is great. Also, since fall 2000, undergraduate admissions applications have grown more than 62%. Based on the time required to process each admission's application, additional help is now needed in this area in order to maintain our desired level of efficiency. This employee could also assist with imaging admissions files. Since document imaging is now a required process, this additional step is quite labor intensive. On average, each file contains approximately 15 documents that must be imaged and indexed.

Budget: 0.00

University 1,2,4

Goals:

**Strategic
Goals:**

Responsibility: Kim O. Mauldin, Director of Admissions

Participation: Ben J. Baker, Director of Student Financial Services

Results: In early spring 2010 semester, the Office of Admissions, in conjunction with the Office of Student Financial Services, began reviewing various scholarship proposals for new freshmen and new transfer students entering UNA in the fall 2011. The "Excellence Scholarship" program and award values had been in place for two years. To remain competitive and to incrementally increase the award values as the cost of attendance continued to increase, it was crucial to recruiting to increase the dollar values for these scholarships. After evaluating the various proposals within the current budgetary constraints, a final proposal was presented to the Ad Hoc Scholarship Committee and approved by the Executive Council.

Actions: Once the Executive Council reviewed the recommended Excellence Scholarship program for 2011-12, the new scholarship values were placed on the UNA website and new scholarship recruiting literature was printed.

Improvements:

Title: Utilize Social Networking in Student Recruitment

Description: With the increased use of technology by our prospective students, the Office of Admissions needs to become more proactive and creative in reaching prospective students...particularly the high school student. Through the use of Facebook and other technological advancements (including web-based applications such as the virtual campus tour), we can not only create an awareness of UNA in the high school market, but we can also use it to promote special dates and events such as scholarship deadlines, campus visits and Preview Day.

Budget: 0.00

**University
Goals:** 1,2,3,4

**Strategic
Goals:**

Responsibility: Kim O. Mauldin, Director of Admissions

Participation:

Results: A number of changes took place in organizing the 2009 PREVIEW DAY. The

most significant change was the addition of four educational information sessions including Student Financial Services, Career Planning & Development, UNA Honors Program, and Studying Abroad. Campus tours were offered continuously throughout the program and the Office of Residence Life conducted residence halls tours prior to the beginning of the PREVIEW DAY activities. Due to the increased interest in the UNA Early Scholars program (dual enrollment for high school students), deadlines had to be established and registration guidelines had to be enforced. With the implementation of these new procedures, registration priorities were established and the students/high schools were aware of conflicts prior to the first day of classes allowing for alternative solutions to scheduling issues.

Actions:

Improvements: