

Annual Goals for Admissions

2011-2012

Goal 1:	Better utilize technology in recruiting and communicating with prospective students as well as admitted students
Description:	For the 2011-12 academic year, the Office of Admissions is committed to enhancing the use of technology both in the recruitment of students and in the communication with admitted students. To assist in the recruitment of students we plan to create a Facebook and Twitter account; develop an on-line link to schedule campus tours; and to request that prospective students RSVP to Preview Day 2011. To assist in the communications to admitted students, once they have been assigned a UNA e-mail address, we would like to send all admissions related communications to them (i.e. information regarding SOAR, pre-registration, etc.) via their UNA e-mail account. This will not only save time and money, but it will also encourage students to use their UNA portal accounts.
Budget:	0
University Goals Supported:	2,4
Strategic Goals Supported:	
Responsibility:	Director of Admissions
Participation:	
Results:	Not all of the students who reside in our primary market areas have access to technology at home (internet). However, many of these do have smart phones and access to technology at school. Therefore, to increase our recruiting presence and thus increase our admissions applications/yield rate, we will need to better utilize social media and technology to recruit students.
Actions/Improvements:	By enhancing UNA's presence on FaceBook and on Twitter, we did a better job of penetrating the market. We also converted to an on-line campus tour registration system whereby prospective students/families could schedule a campus visit 24 hours a day. For fall 2012, our admissions application acceptance rate rose 14.24% over fall 2011 for new freshman applicants and .6% for new transfer students.

Goal 2:	Address Staffing Needs
Description:	Due to proration, the Office of Admissions has been without an Associate Director since September 2008. With the increased need to market the University in our market and throughout the state, coupled with the struggling economy, this position is vital to the operation of the office and to the University. Therefore, the need to have this position restored is great. Since UNA has also make the commitment to move to a "paperless" University where possible, imaging and indexing admission files is an ongoing concern. Because we are short staffed in the application processing area, our goal is to hire a graduate assistant who can assist with processing applications and with imaging/indexing admitted student files.
Budget:	40
University Goals Supported:	2,4,5
Strategic Goals Supported:	
Responsibility:	Director of Admissions
Participation:	Associate VP for Academic Affairs
Results:	Since fall 2008, the Office of Admissions has been down one full-time staff position (Associate Director of Admissions). Therefore, as the Director, I have had to fulfill the duties of this position in addition to my own responsibilities and duties. I am out of the office recruiting (visiting high schools and community colleges) and therefore, I'm not in the office to manage the admissions operations. Over the past year, we have had numerous days when there are prospective students scheduled to visit with no professional staff member present to meet with them. We were provided funds to hire a graduate assistant for fall 2011 through summer 2012. However, the graduate assistant has since landed a full-time teaching job, so this position has not been refilled.
Actions/Improvements:	No progress was made with filling the Associate Directors position for the 2011-12 academic year.

Goal 3:	Enhance the presence of graduate admissions both internally and externally
Description:	As UNA moves forward, a perceived area of growth is in graduate admissions. By enhancing the presence of the graduate admissions

counselor both on campus as well as in the field, our ability to communicate a comprehensive and effective message to our prospective student base will improve.

Budget: 0

University Goals Supported: 1,2,5

Strategic Goals Supported:

Responsibility: Director of Admissions

Participation:

Results: To assess this goal, a review the off-campus recruiting functions in addition to on-campus graduate school promotional opportunities was performed. Also, an evaluation of the graduate admissions application rate was performed.

Actions/Improvements: Although the graduate admissions application rate did not increase for fall 2012, the addition of new graduate programs (i.e. Masters of Professional Studies) and the movement to some on-line options in the College of Education should prove to be more attractive to the graduate student population in the future. Also, the Graduate Admissions Counselor did attend several new recruiting events (4) and attended a professional development event to enhance our graduate school's presence.