

Indiana State University

2004 - 2005 Administrative Annual Report

Admissions

Year in Review

Achievements

As you have heard, increasing public awareness of Indiana State University's accomplishments is crucial to building student enrollment, influencing policy makers, and developing a place of pre-eminence in the Midwest. What do you consider to be your department's accomplishments for the 2006-07 year that will contribute to this effort? (Please list in priority order and limit to no more than 8.)

1. Focused recruitment and yield efforts on high-achieving, honors level students. For the past three years, Indiana State University has seen an increase in valedictorians applying and enrolling. Through targeted recruiting efforts and yield enhancement activities we have concentrated attention on this population. 2. Incorporated new, higher admissions standards as approved by the Board of Trustees to follow the strategic goals of focusing on high ability, high achieving students. 3. Developed new processes to reflect the Division of Enrollment Services intention to personalize the many processes associated with matriculation. Expanded use of Talisma has allowed for greater level of contact with individual students. Restructured the processing unit of the Office of Admission to minimize the delays in processing applications associated with unnecessary handling of files. 4. Expanded collaboration with the Communications and Marketing Department to further advance the branded image of the University. Regular meetings resulted in coordinated approach to marketing and recruitment. 5. Enhanced existing visit programs to include an increased involvement of campus community. Incorporated new sessions and components to programs to enhance the 'spirit' of events. In addition, refocused the goals of the major spring event in Indianapolis to enhance both yield of admitted students and develop interest in new prospective students. 6. Developed and strengthened relationships with Vigo County and surrounding Counties and regional middle and secondary schools. These populations have traditionally been a significant feeder population for our fall enrollment and we have work with these schools to seek new ways to educate these area students about the opportunities available at ISU. 7. Continued efforts to re-connect with campus constituents, namely, faculty, staff and individual academic departments, to initiate a more collaborative environment to recruit new students. During the course of the past academic year, Admissions staff members have had weekly meetings with academic and student affairs units in an effort to provide on-going training and establish important connections with the campus community. 8. Pursued additional opportunities to include underrepresented students in the recruitment cycle. Additional recruitment events and outreach, coupled with enhancement of current on-campus yield programs served to broaden traditional efforts and enhance attendance numbers. 9. Collaboration with the Alumni Office to meet mutual goals of enhancing alumni involvement and developing a personalized approach to student contact. Alumni volunteers can assist in reaching out to prospective and accepted students and offer a connection that may aid them in enrolling at Indiana State University. Changed focus in Sycamore Welcome (formerly Sycamore Send-Off) programs to target admitted students, telephone campaigns to admitted students and scholarsh

Action Steps

In light of the new [strategic direction](#) of the University can you modify your action steps or develop new action steps that will aid in the implementation of the University's Strategic Indicators?

The Office of Admission will continue to present the goals and message of the Strategic Plan to prospective students. Interactions with students, guidance personnel, and other constituents will incorporate the emphasis on Programs of Distinction, Community Engagement, and Experiential Education.

Assessment

What are two ways in which you evaluated the quality or effectiveness in your area last year? What changes did you make based on those assessments?

1. The Office of Admission evaluates programs based upon participant feedback, attendance numbers and cost effectiveness. 2. Review of outreach efforts (mailings, travel, events, etc) are compared to applicant source and territory management efforts to determine if efforts proved productive. 3. Future goals regarding assessment would include the development of a web survey for admitted students that would chart and track what aspects of their ISU experience helped them make decisions regarding enrollment

Future Goals

Future Goals

Please describe the progress you have made on these action steps.

The Office of Admission has made several important steps toward meeting the goals set forth in the previous year. Implementation of Talisma, Nolij, EDI Smart and additional technologies has enhanced our responsiveness and quality of our work. Continued collaboration with University offices, particularly Communication and Marketing, has served to further promote the branding components of the integrated marketing plan. Lastly, the Office of Admission has created a new position, Assistant Director for Early Outreach, to target a number of new initiatives on Pre-college programs.