

# Indiana State University

## 2005 - 2006 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. Develop and launch new scholarship programs (namely, ISU Laptop Scholarship Award and 21st Century Housing/Book Voucher Scholarships) to focus renewed recruitment efforts to strong students not typically awarded scholarship monies. Based upon evidence provided by OSPIRE, direct resources and efforts to recruitment of solid B students who can and will be successful at Indiana State University. 2. Further strengthen and market to outside constituents the enhance admission requirements established with Board of Trustee approval in the fall 2004. 3. Expansion of calendar of events to include more weekend visitation programs, more targeted programs (i.e., Admitted Student Days), and greater involvement of university community in the development and presentation of campus programs. 4. Development of new initiatives with Ivy Tech Community College – Wabash Valley. Enhancement to the existing Dual Admission program and the creation of the new Sycamore Pathway program. Each of these programs is intended to streamline the transfer process for new students. 5. Further restructuring of processing area to include significant cross-training to administrative support staff allowing for enhanced workflow. During the winter, one component of the office operation successfully managed to convert to a paperless process of handling applications during the review of prospective student applications, thereby minimizing delays in decision-making. The implementation of new processes (Quick flow) proved to minimize errors and enhance accuracy in data entry. In addition, the reorganization of workflow related to the DARS system, in conjunction with staff from Transfer Central, has allowed for a better use of resources and staff. 6. Under the direction of the President's Taskforce for Enrollment Management, we successfully hired and incorporated a new position within the office structure. This position, the Assistant Director for Volunteer Outreach, has begun to develop new outreach efforts that will involve faculty/staff groups, alumni groups, and current students. 7. A new initiative, Sycamore Outreach, was implemented during the fall of 2005. This effort called upon current ISU students to return to their hometown high schools and make presentations and provide access for prospective students to engage them about their ISU experience. In the first year, we registered and trained in excess of 100 student volunteers to participate. 8. A new approach for development of a regional event in the Indianapolis market was implemented. A new date, a new location, and a renewed collaboration with university offices, namely Communication and Marketing, Advancement, and Alumni Affairs, yielded a better attended and more widely recognized program promoting the university. 9. Further expansion of relationships with Vigo County School Corporation resulted in an on-site admission program at West Vigo High School and regular, bi-weekly school visitations at Terre Haute South High School. Additional outreach efforts have minimized issues and have shown a preliminary increase to regional applicants. 10. The implementation of several new programs designed to offer an Early Outreach and college awareness/readiness has been successful. Collaboration with faculty from the College of Education and regional schools has furthered our effort to be an 'accessible' but 'competitive' school-of-choice.

## Enrollment

### **What steps did you take this year to aid ISU in overcoming enrollment challenges?**

Our daily efforts are all intended with the goal of enhancing the quality and quantity of new student enrollment. With greater collaboration both within the Division of Enrollment Services as well as with the Division of Academic Affairs, we will continue to enhance the recruitment and retention of students to Indiana State University.

## Action Steps

### **Do you have any further progress you would like to report?**

Our promotion of the new academic standards for admission as well as efforts to further expand our working partnership with Ivy Tech Community College will serve improves the current reputation of ISU as a school-of-choice. In addition, further collaboration with the Office of Communications and Marketing and a more comprehensive and coordinated effort to further incorporate the marketing plan into recruitment efforts will serve to enhance these efforts as well.

## 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?**

With a significant number of transitions in staffing, our office began the 2005-06 academic year with a majority of new staff with limited experience. We set forth with several new initiatives and new targets for recruitment and will evaluate these in their entirety once enrollments for the fall are confirmed.

## **Future Goals**

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### **Have you considered any action steps your department could make to enhance Indiana State University's reputation as a University of choice? If so, please indicate what you are planning to do and tell us which area of planning your steps fall under.**

We are consistently developing new messages that establish Indiana State University as a selective and competitive insitution, where students can discover academic challenegs and rigor that will prepare them for the future.

## Feedback

### **This box is to allow you to share any ideas you have on enhancing enrollment, dealing with budget, challenges facing the administration, etc.**