Student Services Annual Department Report
Department: Admissions

Humboldt State University

Enrollment Management and Student Affairs

Enrollment Management

Admissions

Admissions Mission Statement

Mission Statement
Empower prospective students, families, and educators with the information and tools needed to understand and navigate the factors surrounding pursuing a degree within higher education specifically at Humboldt State University, with enthusiasm, knowledge, passion, and compassion for all.

Related Items
1: Efficiency

Description of Goal
To efficiently process student applications

1a: Time and Effort to process applications
Type of Outcome: General Outcome
Learning Domain:

Description of Outcome
Identify and monitor the time and effort taken to process incoming documents.

Measurement Strategy: Existing Data

Assessment Method
We will track the time it takes for a document to be entered into Peoplesoft and scanned into NOLIJ. This is especially important during peak times associated with stated deadlines for transcripts, test scores, etc.

Paper transcripts are date-stamped (in document properties) when they are scanned and get another date stamp (applied in NOLIJ, when prepped). If needed, we can analyze the delay between these two steps. (we can do this once we have our automated transcript loading process in production (July 1st)

How and when did you plan to or did you collect this info? How is it done?

Results of Assessment
During peak time (early March and July), processing transcripts, from the day they arrive in the mail or are imported electronically, take an average of 2 weeks to be entered into the student's file in NOLIJ. During non peak times, the average processing time is 2 days.

We do not currently collect data to determine exact time to process, but have the means if necessary based on received date on transcript and scanned date in document properties.

Conclusions
During peak times, we are working at full capacity to get documents processed. Due to the training needed to be accurate with transcript data entry, we can not employ other student assistants to reduce the processing time. However, by July 1 we are expecting to be able to benefit from automation to update the transcript information from electronic sources. This will reduce the processing time for a large number of transcripts received each term.

We will continue to monitor efficiency (number of steps, number of staff involved, etc)

1b: Time and Effort to evaluate applications

Type of Outcome: General Outcome
Learning Domain:

Description of Outcome
Identify and monitor the time and effort taken to evaluate a completed application.

Measurement Strategy: Existing Data, Observation

Assessment Method
We will track the time it takes for an application to be evaluated after it has completed. There is an effective date associated with an application completing (DATA/ADF) to a decision (admit, deny, DDEF)

Results of Assessment
We maintained a 4 - 6 week period between when transfer application was ready for evaluation by a Transfer and Graduation Counselor, and when a decision was entered in their application in Peoplesoft. The majority of applications were reviewed in 4 weeks. And finally, we did meet our goal of reviewing all applications that completed by the March 1 deadline for transcripts, to be eligible to register for the first HOOP session.

Freshman applications are evaluated on a daily basis with a wait time of no more than 3 days.

Graduate applications are reviewed by the department and are prepped by Admissions staff. Within 1 week of the application deadline for completion, the departments have all completed files for committee review. Departments can review applications as they complete.

Conclusions
This period of 4 - 6 weeks is an agreed upon and acceptable time period. It is also required for a student to be eligible to register for HOOP (Orientation). Fall 2015 saw a significant increase in the number of students who registered for the first HOOP session (788 vs 626 for Fall 2014). This is evidence of the evaluation period of 4 - 6 weeks being an acceptable length to allow for orientation registration.

Will continue to monitor and be responsive/flexible to support orientation efforts. Recommend hiring additional staff to keep up with growing numbers of applications received every year.

2: Effective Communication

Description of Goal
To communicate effectively and consistently with prospective students regarding university admission requirements and important dates and deadlines.

2a: Understanding effectiveness of communications with applicants and prospects.

Type of Outcome: General Outcome
Learning Domain:

Description of Outcome
The Office of Admissions will better understand the results of our communications efforts with applicants and prospects.

Measurement Strategy: Survey, Existing Data, Focus Group

Assessment Method
This will be addressed by the Communication working group. This group will resume its meetings this summer. No metric has been created yet.

Results of Assessment
We have developed a Search campaign with action items embedded in each email. Also we are exploring print communication for non-responsive "suspects" (students who are contacted by purchasing names through SAT and ACT). We are also developing videos that cover frequently asked questions. All of these suspects are identified in Hobsons (CRM) and will be tracked through to the application process. Beginning Fall 2016, we will be able to assess the effectiveness of this communications plan.

Effectiveness of communications is measured by the number of students who contact us with questions that are directly addressed in emails and web site information. As a general rule, when we direct the student to the web site, while on the phone or by email, or we direct them to the email with the information, they are always able to understand the requirements.

Conclusions
We will monitor the effectiveness of each communication by the number of inquiries we get by phone and email and if it is matter of not reading the material or the way the material is presented. This effort will continue throughout the year. We are constantly adapting web site and email language to reach the broadest audience.

3: Support EMWP

Description of Goal
To align our practices with the university enrollment management plan.

3a: Operational efficiency

Type of Outcome: General Outcome
Learning Domain:

Description of Outcome
The Admissions Office will evaluate operational efficiency through process mapping.

Measurement Strategy: Existing Data, Benchmarking, Other

Assessment Method
Currently, Admissions is developing several projects that will significantly affect the day-to-day business in the Admissions Communications Unit. Automating of electronic transcripts, communications from departments to admitted students, and assessing the distribution of duties among student leaders and staff are all under way. Therefore, Process Mapping will be more effective after these major steps are taken.

Results of Assessment
I am expecting a significant reduction in processing time when the automation of electronic transcripts is in Production. I expect 5 - 7 days during peak times for transcripts.

Conclusions
The process map will help us if we migrate to a new CRM (Radius). It will also help us determine if we should pursue additional vendors for electronic transcript data (that always comes with a cost). Finally, it will help us if we intend to expand Department communications to admitted and/or prospective students.

Staffing and Budget Snapshot

Investments

- Budget snapshot
- Staffing

Related Items

There are no related items.

End of Year Summary

Summary and Conclusions

The Operations side of Admissions is undergoing several projects that are intended to improve efficiency and effectiveness of the admissions process, in the hopes of making the experience a better one for the applicants. And, these projects should save considerable amounts of money by reducing dependency on large student workforce (and subsequent salaries). These projects are also aimed at reducing the time needed to give students admissions decisions, which should result in slightly higher application yield.

The Search campaign is now streamlined and all done in house. This gives us greater flexibility in creating and editing our communications, and gives us full control over tracking and assessment. We have the expertise in house to create a very attractive set of emails, videos, and surveys, and the talent required to effectively track the success of each communication.

The project that is going to allow us to use electronic transcripts to update Peoplesoft with key information that drives the application review process, and to automatically import the pdf version of the transcript into our imaging system, NOLIJ, will increase accuracy of data entry, and reduce staff time, and subsequent salary. The second phase of this project involves even greater use of the electronic transcript data to be discussed in the next section.

Next Steps and Plans for Improvement

Once we are fully staffed, we will be able to develop more communications, enhancements to outreach campaigns, business practice reviews, student and staff training. There is also the need to develop NOLIJ further to have a closer connection with Peoplesoft. Currently, we do not have NOLIJ programmed to update Peoplsoft, and this will be the next evolution in using NOLIJ. Also, there is a need to integrate more with Outreach staff and Operations staff with the goal of cross training, extending service hours for the phone bank, and benefit from each other's expertise.

Related Items

There are no related items.