

# 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

Through the use of the electronic transcript software, processing time and number of errors will be reduced.

###### 1a: Effectiveness of receiving electronic transcripts

**Type of Outcome:** General Outcome

**Learning Domain:**

###### Description of Outcome

As a result of the implementation of the electronic transcript processing project, staff workload will decrease and erroneous entries will be eliminated.

Heavy transcript traffic occurs in late February through March, and in Late May through July. In years past, we have experienced up to two weeks delay between when the transcripts arrives in the mail, and when it is entered into the Student Center and NOLIJ. We should not see this delay any more as a result of this electronic transcript processing.

**Measurement Strategy:** Existing Data, Observation, Tracking

###### Assessment Method

A comparison of time needed to process all paper transcripts, getting PDFs sent electronically, and getting files with XML data used to update Peoplesoft with attendance dates (and eventually course grades and attributes used to update DARS).

###### Results of Assessment

After the first 4 months of receiving XML files with our electronic transcripts, this is what we have found: Time to process paper transcripts is about 6 minutes per transcript. Time to process electronic PDF is about 3 minutes. Time to process electronic transcript in XML and PDF format is fully automated and requires no staff time. Errors from electronic transcripts only occur with bad data from community college and are not measurable at this time.

Since July 1 we have received a little over 2000 electronic transcripts with XML data. This has saved approximately 133 student assistant hours, and approximately \$1300 in wages.

### **Conclusions**

A full analysis will occur after one full year to determine total savings in time and wages.

### **This will happen after Spring?**

## **2: Effective Communication**

### **Description of Goal**

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

### **2a: Effective communication via the Applicant Portal**

**Type of Outcome:** General Outcome

**Learning Domain:**

### **Description of Outcome**

Applicants will have a clear understanding of the steps in the application process, including missing documents, orientation, housing, and financial aid.

**Measurement Strategy:** Observation, Tracking

### **Assessment Method**

We will use the Call Log and look for questions whose answers are found in the Applicant Portal. If they are not found in the portal and belong there, we will add them.

The Call Log will be reviewed monthly by the Associate Director

Admissions.

## Results of Assessment

## Conclusions

### 3: Support EMWP

#### Description of Goal

To align our practices with the university enrollment management plan.

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## Staffing and Budget Snapshot

### Investments

 15-16 D217 ADM HM500 funding

 15-16 D217 ADM staff

### Related Items

*There are no related items.*

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## End of Year Summary

### Summary and Conclusions

2015-2016 was marked with much change and instability. However, we did achieve some of our goals with respect to efficiency. Processing time for transcripts has dropped significantly with the implementation of electronic transcripts in both PDF format and XML. The data in XML files is being used to update Peoplesoft, a process that historically was only achieved manually, using staff and student assistant time. The Office of Admissions Operations still receives paper transcripts and staff time is still needed to evaluate the transcripts, but the student assistant workforce needed to process transcripts has been reduced by approximately 15%. However, increasing student wages has offset this benefit.

### Next Steps and Plans for Improvement

### Related Items

*There are no related items.*