Office of Admissions

Assessment Report Summary

7. Summary of Assessment Results with Focus on Program Improvement: Describe evidence-based changes that have taken place within the last few assessment cycles because of assessment. Statements must be supported by evidence from the assessment report(s):.

The Office of Admissions has focused on three major recruitment components in our assessment work over the last year and they include enhancing diversity by means of the top ten percent program and international recruitment, as well as review of our campus visit program.

Data outlined in this report has led to enhancements in each of these areas. Examples include an upcoming proposal to enhance the top ten percent program by adding additional counties and advocating for minimum scholarship awards for these students. Our international recruitment team is seeking additional networking opportunities. Campus visit staff have refined the visit communication and check-in process. We will turn the focus on campus visit information in the next year.

Office of Financial Assistance and Veterans Affairs

Assessment Report Summary

7. Summary of Assessment Results with Focus on Program Improvement: Describe evidence-based changes that have taken place within the last few assessment cycles because of assessment. Statements must be supported by evidence from the assessment report(s):.

Expedite Completion of Verification

We have reviewed the numbers regarding expediting the completion of Verification and our conclusion it took longer for all applicants but it did decrease slightly for dependent students. As mentioned in the individual assessment: problems with the IRS Retrieval Process, requirement of an IRS Non-Filing Letter for parents and independent students as well as the SARC4 audit process added to the time needed to complete verification.

The IRS has revamped their website and it has been working properly for the most part. This along with the change in the FAFSA website and new app should also improve communication with students and parents to the process.

We have also revamped our website regarding the verification process with resources that have been vetted via our professional organization as well as reviewing comments received from students and parents. We hope the launching of the parent portal will be most helpful in communication with parents regarding unsatisfied requirements.

Merit Scholarship Model

The Merit scholarship model has been moved to Enrollment Planning. The Office of the Financial Aid and Veteran Affairs (OFAVA) will incorporate direction from administration to maintain or improve on overall yield rates in the Merit Scholarship Model for both in state and out of state freshmen applicants.

OFAVA, in conjunction with the Office of Admissions and the Executive Leadership Team, developed a new scholarship model for the Fall 18 entering freshmen class. The model represents a renewed approach to recruiting talented and diverse students from both in state and out of state.

The entering freshmen scholarship model was re-designed for the Fall 2018 class. It was determined that increasing the total number of offers along with a re-evaluation of the dollar amounts being awarded was a crucial piece to increasing the overall yield of scholarship students. For the Fall 17 freshmen class, the scholarship yield was approximately 22.7% for in state students and 11% for out of state students. As of this entry, the scholarship yield for Fall 2018 among in state students is 26.9% and the yield among out of state students is 16.3%. These numbers are reflective of extensive research between both OFAVA and the Office of Admissions to determine where our previous model was under performing.

Administer the Customer Service Survey
The survey indicated we needed to communicate better with our students and parents. We have launched the Parent Portal for all who wish to participate. This will allow parents to view the missing documents as well as student's award information online instead of contacting us for that information. We have also changed our process for completing financial aid requirements (Unusual Enrollment History(UEH), PELL Lifetime Eligibility Used, NSLDS flags). We are running reports and have established specific forms for these programs. We will continue to review and restructure/change processes based on feedback from customers directly and via surveys when possible.

We have also received surveys from our peers that we will use for additional assessments.