

ADMISSIONS AND RECORDS ADMINISTRATIVE UNIT REVIEW 2019

Admissions and Records Mission Statement

We support students, from inquiry to graduation, and share with them the information and tools they need to successfully navigate COCC's enrollment services in order to achieve their academic goals.

Section 1: Mission Fulfillment

COCC's Admissions & Records (A&R) office serves both prospective students and current students, and through various programs and services, assists the College in fulfilling their mission.

Student Success: A&R's recruitment activities aim to connect the value of COCC to personal and academic goals. A&R assists students with navigating the admissions, enrollment and registration processes. A&R provides services and tools in the areas of academic records and academic progress, to help students meet their educational goals.

Community Enrichment: A&R's community outreach activities introduce students to the idea of attending college by informing students and their families of educational opportunities and the benefits of post-secondary education.

Section 2: Department Purpose

Admissions & Records is comprised of sixteen staff members and covers areas that serve students from inquiry to graduation. There are three specialized areas within the department: 1) Recruitment and Outreach, 2) Frontline/cashier services, 3) Curriculum and Technology. Such services are centralized at the Bend campus, although provide regular support to the Redmond, Madras, and Prineville campuses. A&R has approximately a \$1.4M budget, with nearly 85% going toward salaries and payroll assessments. A&R has three budget areas that include Admissions, Student Outreach and Cashiering.

Recruitment & Outreach

- Plans and delivers on-campus events designed to bring prospective students and community members to campus to highlight our location, facilities, instructional programs and support services.
- Provides on-campus tours for local and visiting families, as well as group and one-on-one information sessions about instructional programs and steps for enrollment.
- Visits local and out-of-district/state high schools to promote COCC. A&R also visits local and out-of-district/state college fairs, designed to attract large groups of high school students.
- Develops and sends paper and electronic communications to prospective students and applicants that highlight central Oregon, Wickiup residence hall, enrollment steps, and instructional programs. A&R also maintains important admissions content on the COCC website.

- Supports other campus departments (Multicultural Activities, Financial Aid, Student Life, Career Services/Academic Advising/Personal Counseling and Instructional Departments) by providing materials, resources, and experience to the more focused efforts of others on campus.

Frontline/Cashier Services

- Provides “one-stop” services that allow prospective and current students, families, community members, staff and faculty to get information regarding admissions, registration, financial aid, and campus programs and services.
- Provides information to staff, faculty and students regarding academic policies and processes.
- Provides services in person, by phone, or on the web, and offers Spanish bilingual services and materials.
- Processes admissions applications, facilitates selective admissions programs and registration transactions.
- Processes payment transactions and student refunds

Student Records

- Provides students with official and unofficial copies of academic records
- Supports instruction in collection, maintenance and recording student academic information
- Provides student enrollment certifications for loan borrowers
- Maintains student records to preserve their integrity, accuracy and privacy

Transcript/Degree Evaluation

- Evaluates transcripts from other post-secondary institutions for applicable transfer credit.
- Maintains GradTracks, the student degree audit system, which aids students and advisors in tracking student progress and completion.
- Identifies students who have completed their instructional program requirements and proactively awards certificates and/or degrees
- Plans and coordinates the annual commencement ceremony for students and staff.

Curriculum & Technology

- Serve in an advisory capacity to instruction for curriculum development, in order to ensure accurate and equitable course and program requirements.
- Works in partnership with COCC’s Information Technology department to ensure online services are functional and effective for students and staff.

Section 3: Strengths and Accomplishments

Strengths

- Eye for continuous improvement and efficiency in processes, systems and activities

- Responsive to student preferences in communications with limited resources
- Value and promote ongoing professional development, and create opportunities for staff training whenever possible
- Provide services in Spanish
- Offer ongoing opportunities for staff diversity training to help better serve our underrepresented students
- Well-represented on campus in committees, work groups and task forces, aiming to advocate for students and seek to understand how changes, decisions, and process may impact students.
- Value and promote teamwork by cross-training, and celebrating individual and department-wide accomplishments.
- Provide a multi-faceted approach to recruitment and outreach, leveraging available resources

Accomplishments

- Identified manual processes and systems and converted to electronic, streamlined and more efficient methods, such as: creating online forms, administrative withdrawal processing, adjusting Bobcat pin resets,
- Electronic refund processing and TouchNet implementation
- Enhancing commencement ceremony and planning by: converting to an electronic RSVP system; eliminating rehearsal resulting in time savings for staff and students, and cost savings for the College; and improved communications.
- Printing digital signatures on diplomas and move printing to the Copy/Print Center, resulting in faster processing and delivery to awardees.
- Eliminated the back log of duplicate student records by more effectively identifying and correcting troublesome records. A growing backlog of nearly 300 duplicate records, up to nine months old, has been reduced to a manageable number (under 10), which allows for resolution within a week. This improved reporting and data integrity.
- Implementing automatic degree awarding by proactively identifying completers. Additionally, students at important benchmarks are identified and sent targeted communications regarding their progress toward completion.
- Use of admissions data to inform recruitment travel and spending.
- Increase in out-of-district/state student enrollment, supported by expanding out of area visits, improving the campus visit experience, and rolling out additional communications.
- Redesign of marketing materials and prospective student web pages.
- Overhauled prospective student and applicant communications such as the congrats letter, COCC viewbook, instructional program information, housing mailers, and next steps letters and emails.
- Implementing automatic drop of courses with failed pre-requisites.

Section 4: Department Challenges

- ChallengesInsufficient staffing/programming for increased campus visits
- Lack of communication technology to allow targeted, timed and segmented communications to prospective students
- Lack of clear office structure and staffing for recruitment and outreach
- Entry-level position turnover
- Lack of electronic document management system to adequately store, share and assign appropriate access to student records.
- Lack of workflow technology resulting in reliance on manual and paper processes that delay processing time.
- Underutilization of staff resources in advanced/creative ventures due to manual processes
- High phone volume

Internal/External factors

- Admissions and Records has internal process and project priorities. However, we are challenged to address many of these given part of our role as internal service providers to others on campus. As such, other area needs often “trump” ability to adequately address internal priorities, making us very reactive in our work.
- Availability of fiscal and human resources for purchasing/implementing technology or services such as a document management system, workflow technology, electronic communications tool, electronic transcript processing.
- Lack of staff resources to fully utilize existing technology, such as Banner, scheduling software, DegreeWorks, Sharepoint, Blackboard, etc.

Section 5: Department Outcomes

Goal 1: Increase online self-registrations

Outcome 1: Students will self-register online at an increased percentage year over year.

Process 1: These are the methods used to accomplish the goal.

- Educating students at Bobcat Advising and Registration.
- More visible and robust registration web page.
- Educate faculty advisors.

Goal 2: Increase application conversion rate by 2% year over year.

Outcome 2: Students will move from admitted to registered at an increased percentage year over year.

Process 2: These are the methods used to accomplish the goal.

- Integrate the Admissions and Records calling campaign into our process.
- Explore an incentive program for students who complete the enrollment process.
- Utilize the Customer Relationship Management (CRM) tool to effectively communicate to admitted students.

Goal 3: Increase out-of-district student enrollment

Outcome 3: The number of admits from out-of-district top feeder high schools will increase year over year.

Process 3: These are the methods used to accomplish the goal.

- Increase the number of out-of-district fairs attended.
- Build relationships with more out-of-district high school counselors through addition visits.
- Evaluate and update the current perspective communication and marketing plan and target out-of-district schools.

Section 6a: Measurement Tool and Timeline

Outcome 1: The percentage of total course registrations that are self-registered online by the student (RW codes) will be compared in consecutive academic years using a Banner/Argos report. Data will be evaluated and reported on during summer quarter each year.

Outcome 2: The percentage of students that move from admitted to registered will be compared in consecutive academic years and terms using Tableau reports.

Outcome 3: The number of fall admissions applications from the top feeder high schools will be compared in consecutive academic years using a Banner/Argos report. Data will be evaluated and reported on during winter quarter each year.