

**ADMISSIONS AND RECORDS - ADMINISTRATIVE DEPARTMENT REVIEW
2020 REPORT OVERVIEW**

Admissions and Records

Section 6a: Measurement Tool and Timeline

How did you measure your success toward the 1-3 outcomes and mission fulfillment? What tools did you use? How frequently did you gather relevant data? Provide any data references that you used.

Goal 1: Increase online self-registration.

Data was pulled through an Argos report and success was measured by doing a year-to-year comparison.

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

A Tableau enrollment funnel was created to track students' progress towards registration. This tool was utilized on a weekly basis to measure success.

Goal 3: Increase out-of-district student enrollment.

Both Tableau and Argos reports were used to measure the success of increasing out-of-state student enrollment and tracked on a monthly basis.

Section 7: Data

What data have you gathered that inform your department's effectiveness?

Goal 1:

Year over year the average percentage of students registering online is up **4.31%**.

2018-19 Academic Year

	Registration in-person/phone	% Registration in-person/phone	Registration online	% Registration online
<i>Fall</i>	1938	14.6	11264	85.4
<i>Winter</i>	2664	20.4	10427	79.6
<i>Spring</i>	2137	18.1	9660	81.9
<i>Summer</i>	433	15.8	2307	84.2
TOTAL	7172	17.23 (avg)	33658	82.77 (avg)

2019-20 Academic Year

	Registration in-person/phone	% Registration in-person/phone	Registration online	% Registration online
<i>Fall</i>	1863	14.5	11010	85.5
<i>Winter</i>	2098	17.1	10203	82.9
<i>Spring</i>	967	9.7	8985	90.3
<i>Summer</i>	336	10.4	2906	89.6
TOTAL	5264	12.92 (avg)	33104	87.08(avg)

Goal 2:

Year over year our conversion rate was down **0.9%**.

2018-19 Academic Year

	Apps Received	Registered	% Registered
<i>Fall</i>	3967	1937	48.8%
<i>Winter</i>	1448	695	48%
<i>Spring</i>	1328	545	41%
<i>Summer</i>	804	251	31.2%

2019-20 Academic Year

	Apps Received	Registered	% Registered
<i>Fall</i>	3994	1915	47.9%
<i>Winter</i>	1420	613	43.2%
<i>Spring</i>	1176	438	37.2%
<i>Summer</i>	752	303	40.3%

2018-19/2019-20 Comparison

	2018-19 %	2019-20 %	% Difference
<i>Fall</i>	48.8%	47.9%	-0.9%
<i>Winter</i>	48%	43.2%	-4.8%
<i>Spring</i>	41%	37.2%	-3.8%
<i>Summer</i>	31.2%	40.3%	9.1%
TOTAL	45.4%	44.5%	-0.9%

Goal 3:

Year over year out-of-district/in-state enrollment is down **0.14%**.

Section 8: Summary and Analysis

What do these data suggest about your department's effectiveness? Which measurements are strong and affirming? Consider the following:

- Have you accomplished your outcomes? Is there a need for a new direction?

Goal 1: With the removal of all paper add/drop registration forms going into fall 2020, we would like to consider going in a different direction as this should move most students to online registration.

Goal 2: We did not meet our goal of increase the application conversion rate by 2%. However, we did see positive signs. For the fall-to-fall comparison, from the date we started calling students in June 2019 until the term started, we noticed the conversion rate was 52.1%, which was 3.3% higher than the overall conversion rate in 2018. We adjusted our calling outreach for summer to include a personal follow-up email and have seen a 9.1% increase from summer 2019 to summer 2020. In addition, COVID-19 was a large factor in our spring enrollment. I feel confident in the direction and believe this goal is attainable.

Goal 3: We did not meet our goal of increase out-of-district/in-state enrollment year over year. However, there was significant improvement from the 15.67% decrease from 2017-18 to 2018-19. The impact of COVID-19 played a role in these numbers and we like the direction our department is going.

- Identify the goals and improvements that your department is committing to over the next year to help you accomplish your outcomes.

Goal 2: Utilize the CRM and text message feature as a way to communicate to students and assist them with their next steps. We will continue to monitor data and make adjustments.

Goal 3: Increase our presence in out-of-district schools with the addition of another admissions coordinator. Track data at the end of each visit to assist with future travel decisions and school outreach approaches.

- What support do you need from the college to carry out your planned improvements? Identify your biggest area(s) of need to help accomplish outcomes.

The college has provided us with the systems and resources needed to support our efforts. This includes the addition of a new CRM and a second admissions coordinator.