

**ADMINISTRATIVE DEPARTMENT REVIEW  
REPORT OVERVIEW**

**Admissions and Records - 2021**

**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 over 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. We pull the data as of the second Saturday of the term.

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 nearly **4%**.

*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
<b>TOTAL</b>	5264	12.92 (avg)	33104	87.08(avg)

*2020-21 Academic Year*

	Registration in-person/phone	% Registration in-person/phone	Registration online	% Registration online
<i>Fall</i>	1020	10	9355	90
<i>Winter</i>	1002	10	8783	90
<i>Spring</i>	683	7	8659	93
<i>Summer</i>	N/A	N/A	N/A	N/a
<b>TOTAL</b>	2705	9 (avg)	26797	91 (avg)

**Goal 2:**

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

*2019-20 Academic Year*

	Apps Received	Registered	% Registered
<i>Fall</i>	3583	1908	53.3%
<i>Winter</i>	1291	558	43.2%
<i>Spring</i>	1027	396	38.6%
<i>Summer</i>	705	291	41.3%

*2020-21 Academic Year*

	Apps Received	Registered	% Registered
<i>Fall</i>	3251	1572	48.4%
<i>Winter</i>	1253	566	45.2%
<i>Spring</i>	1097	442	40.3%
<i>Summer</i>	643	243	37.8%*

\*Summer 2021 as of the first day of the term

*2019-20/2020-21 Comparison*

	2018-19 %	2019-20 %	% Difference
<i>Fall</i>	53.3%	48.4%	-4.9%
<i>Winter</i>	43.2%	45.2%	2.0%
<i>Spring</i>	38.6%	40.3%	1.7%
<i>Summer</i>	41.3%	37.8%	-3.5%
<b>TOTAL</b>	44.1%	42.9%	<b>-1.2%</b>

**Goal 3:**

Year over year out-of-district/in-state enrollment is down **10.38%**.

**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: We have been up nearly 8% over the last two years. 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: It is very difficult compare year-over-year numbers this year. The conversion rate was significantly impacted by two factors 1) the shift of requiring the application fee to be paid before a student receives their account activation information and 2) COVID impacting courses and enrollment starting Fall 2020. The positive news is that our overall conversion rate only dropped by -1.2 percent. I would contribute this to the implementation of the CRM and the continued work by A&R calling every student.

Goal 3: We did not meet our goal of increase out-of-district/in-state enrollment year over year. COVID had a significant impact on this data as Wickiup Hall was not open to students and many of our students who live in the hall are in-state/out of district students. Additionally, we were unable to recruited in our out-of-district high schools and did not see good turnouts at the virtual fairs.

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

Goal 1: All systems are in place, we need to continue educating students about how to register online.

Goal 2: Continue to build on our use of text messages through the CRM. We also want to begin using the report feature in the CRM to evaluate our current message and determine what adjustments need to be made to content and/or the timing of the message.

Goal 3: We are hopeful that we can start recruiting in person in the Fall 2021. We want to 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.

