

Enrollment Management

Office of Enrollment Management

Introduction

The mission of Enrollment Management is to formulate and implement policies and initiatives related to recruitment, admissions, scholarships, financial aid, high school dual enrollment, testing, orientation, freshman advising, records, registration, international programs, athletic eligibility, veterans affairs, online degree audit, disability services, and electronic learning. The unit strives to enhance recruitment, improve retention, increase graduation rates, and maintain compliance with accreditation criteria through quality customer service, strong leadership, and student-centered initiatives. It serves prospective students, current students, the campus community, and the global community by providing essential enrollment services as well as accurate and timely information. Enrollment Management consists of the following offices: Admissions and Recruiting, Community Services and Outreach, Disability Services, Electronic Learning, Financial Aid, General and Basic Studies, International Programs, MSU Programs at Fort Polk, Scholarships, Student Central, Testing Services, and Upward Bound.

Performance Objective 1 Administer compliance initiatives for Title IV.

1 Assessment and Benchmark

Benchmark: Ensure consumer information disclosures are publicized, distributed, and archived in accordance with the University’s Title IV Program Responsibility Policy.

1.1 Data

2016-2017:

In March 2017, documentation of compliance was provided to the SACSCOC on-site review team.

2017-2018:

The internal committee for Title IV compliance met in October 2017 and February 2018 to review the SACSCOC review team suggestions, identify any required changes, and discuss any pending issues.

1.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

No findings related to consumer information disclosures occurred; however, the review team had suggestions for other modes of distribution.

Actions/Decisions Based on Results:

- Annually update (June 1) information on www.mcneese.edu/consumer_disclosures to ensure accuracy of links.
- Annually update the Compliance with Consumer Disclosure Requirements Chart to ensure compliance with federal regulations.
- Every term, distribute consumer information via email digests.
- Develop and revise notifications for additional modes of distribution.
- Continue archiving notifications in BDM.

2017-2018:

Changes needed to be made to the consumer information disclosures website as well as the Compliance with Consumer Disclosure Requirements Chart. Per the director of financial aid, cyber security and protection of student data and documentation is the focus of current audits in the financial aid world.

Actions/Decisions Based on Results:

- Changes were made to the consumer information disclosures website as well as the Compliance with Consumer Disclosure Requirements Chart.
- To address the issue of cyber security, UCS was contacted regarding the possibility of students being able to securely upload required documents in Banner Self-Service or the portal rather than emailing them.
- Consumer information was distributed via email digests and archived in BDM.
- Meetings with the committee will continue every fall and spring.
- Utilize the University's NAFSAA's membership to research Title IV compliance, including consumer disclosure compliance, and to attend their webinar in May 2019: Consumer Information Disclosure Highlights: What? When? Who?

Performance Objective 2 Administer implementation of Ruffalo Noel-Levitz recommendations.

1 Assessment and Benchmark

Benchmark: Ensure Ruffalo Noel-Levitz (RNL) recommendations are implemented in a timely manner.

1.1 Data

2017-2018:

RNL Recommendations	Completed Action Items
Track all recruiting activity and set engagement goals	Process to track recruiting activity in Radius has been implemented. (Since some of the recruiting data originated in Banner without clear lead sources, the activity for fall 2018 may not clearly reflect lead sources.)
Ensure we monetize all recruiting-related campus events	Fields have been created in Radius to track the cost of recruiting activities and campus events.

<p>Review/revise transfer credit evaluation process to increase speed of evaluation and work with academic departments to review evaluations and enter petitions as soon as evaluations are entered</p>	<p>The transfer credit evaluation process has been reviewed and revised to increase speed of evaluation and eliminate duplication. All official transcripts, whether complete or incomplete, for applicants were being routed to the Registrar's Office for processing. Now, transcripts for those who have not applied will also be routed. The transfer GPA calculated by Admissions will no longer include the assumption that transfer student will not pass courses for in progress term at other institution. The email to advisors and department heads notifying them that transfer credit evaluations are complete has been revised to encourage them to proactively enter petitions as recruiting tool. Academic departments are encouraged to complete TES course evaluation requests in a timely manner. A report of outstanding TES requests greater than 10 days old is emailed to the deans twice a month. A website for the transfer evaluation system and TES public link has been built: www.mcneese.edu/tes.</p>
<p>Train Admissions Counselor for Transfer Students to conduct unofficial evaluations</p>	<p>The Admissions Counselor for Transfer Students has trained with the Registrar's Office on how to conduct unofficial transfer evaluations.</p>
<p>Send automated evaluations within 24 hours of campus visit - include question 'Did this experience make you more likely to enroll?'</p>	<p>Individual Tours: An Internal inquiry form was created in Radius for recruiter to enter prospective student's information. This triggers automated email with survey. Group Tours: Either internal inquiry form or integration template is used to load prospective student's information into Radius. Data load triggers automated email with survey.</p>
<p>Change agenda of campus visits - meeting with faculty should be the rule, have students conduct tours, include meeting with admissions counselor and maybe financial aid rep</p>	<p>Already happening: Campus tours include meetings with faculty. If student is available, student leads tour. Campus tours include meetings with admissions counselor and, if requested, financial aid or Student Central rep. Students with ACT composite of 27 also meet with scholarship director.</p>
<p>Preview Days - offer more, consider adding a student panel</p>	<p>A student panel has been added to the agenda for fall 2018 preview day.</p>
<p>Move to having one award letter (scholarships and financial aid) and make estimates on state and federal aid and get awards to students earlier; make financial aid estimates on prospective and current students, even those picked for verification or who need corrections</p>	<p>A combined scholarship and financial aid award communication for 2018-2019 was created and emailed through UCS/Banner processes. On June 27, over 6000 emails were sent out with the new award communication. 2018-2019 eTOPS is now displayed for student in Banner Self-Service (with disclaimer pending state funding) and included in award emails. 2018-2019 GO Grant estimates were awarded on RPAAWRD, displayed for student in Banner Self-Service (with disclaimer pending state funding added), and included in award emails.</p>
<p>Ensure that Admissions follows up with prospective students who submit FAFSA but haven't applied for admission</p>	<p>With UCS, developed processes to identify FAFSA applicants who have not applied for admission and to extract population from Banner for Radius upload. Process is run weekly and contacts are loaded into Radius. Comm plan includes initial email and then phone call from recruiter. Email for initial file of 3000 students went out on March 24, and cases for phone calls have been created in Radius.</p>
<p>Foundation funds - ensure that when we give scholarships to returning students that it is impacting enrollment - use as replacement funds</p>	<p>Scholarship director met with Foundation Office to discuss scholarship criteria and continue to use foundation funds to replace institutional scholarships (replacement is being done now).</p>
<p>Purchase names of high school freshmen and</p>	<p>In March 2018, 2019 grad ACT grad and 2020 grad Pre-ACT names were purchased. In June 2018, high school junior and senior names from SE TX and SW</p>

sophomores in addition to juniors and seniors to increase to 75,000	LA were purchased for the following: 2019 and 2020 grad ACT, 2020 grad pre-ACT, 2019 and 2020 grad SAT, 2020 grad pre-SAT. As names become available, additional purchases will be made.
At the end of every comm plan, send 'Dear John' communication	High school senior comm plan emails have been revised.
Gather participant data from summer camps, campus events, etc and load into Radius CRM	Essential data elements needed to add prospect into Radius have been identified. On-campus camps and events that can generate prospective high school student leads have been identified.
Rename waivers to scholarships or awards	In the road piece and scholarship brochure for the fall 2019 recruiting cycle, non-resident fee waivers are referred to as awards.
Move away from college structure and focus on majors when having students register for orientation	The Orientation registration form has been revised and implemented. Now, the student selects intended major and is directed to appropriate orientation session.
Review/revise structure of Admissions and Recruiting - better alignment of job duties (i.e. recruiters should be recruiters)	To increase efficiency, a request has been submitted to UCS for processes to automate application decision making. Dual enrollment application processing duties have been shifted from recruiters to admission analysts.
Consider adding career component to orientation	McNeese has partnered with Advantage Design to develop a mandatory online orientation program to supplement the one-day orientation program. Plans are to add a career component to the online orientation.
Evaluate transition programs in this light - 'Do our transition programs resell their decision to attend and tie them to a major/career and set expectations?'	The question 'Are you more likely to attend McNeese after participating in orientation?' has been added to the orientation survey.

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

Since the RNL visit in January 2018, the action items listed in the Data section have been completed. In some cases, the completion of the action item implements the recommendation; in other cases, the completion of the action item implements a part or a piece of the recommendation.

Actions/Decisions Based on Results:

Enrollment Management will continue implementation of RNL recommendations (listed below) from the January 2018 visit until complete or until other instruction is given. At present, the University is seeking to partner long-term with an enrollment management consulting firm, so priorities may change as a result of that collaboration.

RNL Recommendations	Action Items to be Implemented
Include faculty in recruiting – campus visits, pre-made emails, targeted phone calls	Pre-made Emails: Contact academic departments to provide information for the creation of pre-made emails (for comm plans) with conditional logic based on student's area of interest. Targeted Phone Calls: Create plan for implementation to present to deans and department heads.
Review/revise structure of Admissions and Recruiting - better alignment of job duties (i.e. recruiters should be recruiters)	Streamline application processing procedures to increase efficiency. Reorganize office structure and redistribute application processing duties.
Complete admissions and recruiting territory goals (prospect, inquiry, app, admit, deposit, enrolled, visits)	Analyze prospect/inquiry, application, admit, enrolled data for past three years. Set territory goals for fall 2019 incoming class.
Track all recruiting activity and set engagement goals	Set Goals: Review recruiting activity and set goals.
Ensure we monetize all recruiting-related campus events	Enter into Radius costs of all fall 2019 recruiting activities and use data to calculate ROI for entering fall 2019 class.

Ensure Admissions/ Recruiting has annual meetings with each academic department late summer/early fall	Schedule meetings by college with department heads to provide recruiters with program selling points. (Schedule annually before fall college fairs and high school visits begin.)
Continue to work to become a data-driven enrollment office by conducting multiple and single source code analyses	As needed, develop source codes in Radius. Develop reporting tools for analyses. Involve IR when assistance is needed.
Train Admissions Counselor for Transfer Students to conduct unofficial evaluations	Develop template for transfer and course articulation guides and then create guides for SOWELA, LSUE, and other feeder community colleges.
Have Admissions Counselor for Transfer Students be at each feeder community college at least once a week	Meet with SOWELA administration to strengthen partnership. Discuss weekly visits by admissions counselor, assigned McNeese space, revising existing applicant referral and exchange of data agreement, and strengthening reverse transfer. Meet with LSUE administration to strengthen partnership. Discuss weekly visits by admissions counselor and possible agreements: applicant referral and exchange of data (referrals that enrolled and graduation lists) and reverse transfer. Redistribute Admissions Counselor's job duties so she can be at community colleges at least once a week.
Change agenda of campus visits - meeting with faculty should be the rule, have students conduct tours, include meeting with admissions counselor and maybe financial aid rep	Investigate additional funding for more student recruiters and uniforms..
Move to having one award letter (scholarships and financial aid) and get awards to students earlier; make estimates on state and federal aid for all students, even those picked for verification or who need corrections	2019-2020 Aid Year: Set up Banner to load ISIRS, make estimated federal and state awards, and generate award and missing document comm plans.
Evaluate transition programs in this light - 'Do our transition programs resell their decision to attend and tie them to a major/career and set expectations?'	Have group external to GBST evaluate orientation program in this light - Does orientation resell students' decision to attend? Group should review orientation, interview students who went through Orientation for fall 2018, and make recommendations for change.
Build recruitment funnel for transfer students	Obtain graduation lists from SOWELA, LSUE, and other feeder community colleges after every graduation. Identify sources for transfer student name purchases and investigate how National Student Clearinghouse data could be used to add prospective students to funnel. Explore best practices for building transfer recruitment funnel, implementing change when feasible.
Gather participant data from summer camps, campus events, etc and load into Radius CRM	Meet with camp/event stakeholders to share essential data elements and develop plan for getting this data to Admissions and Recruiting (via inquiry cards, spreadsheet, camp/event registration forms, etc.). Launch internal use inquiry form for faculty and staff to capture prospective student information into Radius. Launch alternate way for faculty and staff to send prospective student information to Admissions and Recruiting. Develop initial email to follow up camp participation and then develop comm flows or assign existing comm plans. As camps are added, repeat process. Develop initial email to follow up on campus event participation (non-EM events) and then develop comm flows. As events are added, repeat process. Develop initial email to follow up on faculty/staff referrals and then develop comm plans or assign existing comm plans.
Preview Days - offer more, consider adding a student panel	Set date(s) and programming for an additional fall preview day(s) in 2019.
Move to a true one-stop - admissions,	Continue discussions with Administrative Accounting regarding a

financial aid, business office

presence in the one-stop, Student Central.

Performance Objective 3 Increase satisfaction and efficiency of offices in the division of Enrollment Management.

1 Assessment and Benchmark

Benchmark: Aggregate average score of at least 4.00 (on a 5.00 scale) on each Administrative Performance Evaluation item for all administrators within Enrollment Management who participate in the Administrative Performance Evaluation process.

1.1 Data

Evaluation Item	Average			
	2014-2015	2015-2016	2016-2017	2017-2018
Shows a positive attitude about McNeese.	4.62	4.60	4.65	4.85
Shows consideration of others.	4.53	4.49	4.59	4.61
Performs work in a professional manner.	4.59	4.56	4.58	4.75
Communicates and listens well.	4.47	4.43	4.54	4.53
Is accessible.	4.43	4.44	4.53	4.45
Demonstrates initiative.	4.60	4.55	4.60	4.70
Considers input to improve services.	4.44	4.46	4.58	4.54
Overall Score	4.53	4.50	4.58	4.63

1.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

Overall, students, faculty and staff seem to be satisfied with services provided within Enrollment Management; however, there is always room for improvement.

Actions/Decisions Based on Results:

- With the implementation of Student Central, service surveys must be revised to reflect the new model.
- Continue to emphasize customer service expectations of all EM staff and student workers.
- Work with the web task force to ensure essential information is easily accessible.
- Work with EM directors streamline processes and increase efficiencies.

2017-2018:

For each Administrative Performance Evaluation item, the aggregate average score for all Enrollment Management administrators surpassed 4.00, which exceeded the benchmark. (A score of 4.00 = Always, while a score of 5.00 = Almost Always.)

Actions/Decisions Based on Results:

The Enrollment Management administrators continue to focus on providing good customer service, improving processes, and interacting with others collegially. Since the move to Chozen Hall, an Enrollment Management staff meeting is typically held weekly which has helped provide focus to the unit and keep administrators informed. In 2018-2019, the focus will be to streamline processes, share resources and expertise, and collaborate on student communications and resources.

Performance Objective 4 Read all division assessment plans and take action on reasonable requests.

1 Assessment and Benchmark

Benchmark: Unit assessment plans reviewed and actions taken on reasonable requests.

1.1 Data

2017-2018:

This is a new benchmark, which will be assessed in 2018-2019.

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

This is a new benchmark, which will be assessed in 2018-2019. The 2018-2019 unit assessment report will include a summary of items on which action was taken.