



## Admissions and Recruiting

#7 Plan cycle - 7  
Plan cycle 2021/2022  
7/1/21 - 6/30/22

## Introduction

The mission of the Office of Admissions and Recruiting is to organize, promote, and conduct collegiate recruiting efforts and to disseminate accurate information about the University which will result in an increase of qualified new applicants and enrolled students to the University. The unit is also responsible for marketing to prospective students and processing all domestic applications for admissions.

The Office of Admissions and Recruiting provides prospective students with information on admission to the University in person and via the website, phone, mail, and email. This office also processes paperwork for all incoming domestic students and sends correspondence with the status of the prospective student's admission application. The office coordinates open houses and campus tours and represents the University at college and career fairs as additional avenues to disseminate information to prospective students.

To assist our distance education students, this office provides all information and forms on our website and accepts documents by fax, mail, or email. In addition, our students communicate daily by email to ask questions, seek guidance, and/or submit any necessary documents.

## Performance Objective 1 Increase the number of enrolled students to the University.

### 1 Assessment and Benchmark

Benchmark: Increase enrolled students by 1.5% over the prior academic year.

#### 1.1 Data

Enrolled Applicants	Fall 2017		Fall 2018		Fall 2019	
	Enrolled	% Change	Enrolled	% Change	Enrolled	% Change
FTF	1322	6.27	1373	3.86	1215	-11.5
UG Transfer	324	2.53	327	0.93	319	-2.44
UG Readmit	355	-2.73	317	-10.7	271	-14.5
FT Grad	162	9.45	137	-15.4	146	6.56
Grad Transfer	21	5.0	24	14.3	11	-54.1
Grad Readmit	40	53.84	39	-2.5	21	-46.1
<b>Totals</b>	<b>2224</b>	<b>4.95</b>	<b>2217</b>	<b>-0.31</b>	<b>1983</b>	<b>-10.5</b>

Enrolled Applicants	Fall 2020		Fall 2021		Fall 2022	
	Enrolled	% Change	Enrolled	% Change	Enrolled	% Change
FTF	1231	1.01	1020	-17.1		
UG Transfer	340	1.06	248	-27.1		
UG Readmit	271	0	218	-19.6		
FT Grad	141	-0.1	114	-19.1		
Grad Transfer	15	1.36	7	-53.3		
Grad Readmit	25	1.19	24	-4.0		
<b>Totals</b>	<b>2023</b>	<b>1.02</b>	<b>1631</b>	<b>-19.3</b>		

#### 1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

The number of enrolled students increased by 4.95% over the prior academic year. The benchmark was met. For next year, we need to create separate communication plans for transfer, re-entry, and graduate students (texting & emails). We also need to develop transfer and graduate brochures for fairs and mailings.

Once we know the direction the university wants go with its strategic plan, we can focus our recruiting efforts on particular academic programs. Lastly we can research our McNeese graduates to determine predictors for success and identify the high schools they graduated from.

2018-2019:

Although benchmarks were not met for this past academic year, we are still on a steady incline for FTF since 2016.

New focus has been placed on the Admissions & Recruiting office with the structural re-organization, along with additional transfer and graduate training for all admissions counselors. Strategic plans have been put into place to engage recruitment efforts for all student types.

2019-2020:

The objective to increase by 1.5% from the year prior was not met. Between Fall 2018 and Fall 2019, several changes had been made in the Admissions & Recruiting office. The structural re-organization of the office occurred mid-year, which resulted in a gap of employment for certain critical positions. In addition, the office experienced a high turnover with admissions counselor (three mid-year) and analysts positions. New

leadership changed our focus efforts, which required time for strategic initiatives to be implemented.

Special attention is being placed on efficiency measures referenced in objective 1, consistent job employment with existing positions, improved hiring processes and training methods, and employee benchmarks. Implementation of these actions should help realize success in this objective.

2020-2021:

The objective to increase by 1.5% from the year prior was not met; however, we did increase by 1.02%. Even though we were placed under COVID-19 restrictions and all classes moved to a virtual atmosphere, we were able to increase our total Fall 2020 class. We don't forecast the Fall 2021 class to increase in numbers; however, we are currently re-analyzing processes and discussing new best practices with decreased staff and resources.

2021-2022:

The objective to increase enrollment by 1.5% from the year prior was not met. I believe these results occurred due to several reasons. The first one is that we were still experiencing COVID-19 restrictions in the high school facilities. We were still not able to get into several high schools for visits and attend face to face college fairs due to these restrictions. Several students were not able to take the ACT in the State of Louisiana until later in the year which also did not allow us to buy ACT names to receive their contact information (emails/ mailing addresses) to communicate with them. Lastly, several universities, specifically LSU, changed their requirements to be test optional which gave opportunities to students who would normally not have been eligible for admissions to attend their colleges. Even though we changed our admission processes & accepted more students as exceptions, we still did not meet the goal.

Several meetings with administration and Enrollment Management have occurred to try to be more strategic with recruiting next year. We will have several more visits to the 5 parish area and SE Texas. We will work with the Vice President of Academic Affairs and the Deans to overly involve faculty in the recruiting plan. Everyone will be involved in recruiting more first-time freshman, dual enrollment, and transfer students, not just the Office of Recruiting.

## **Performance Objective 2 Increase start rate of all student types and measure yield.**

### **1 Assessment and Benchmark**

Benchmark: Increase start rate of accepted students by 1.0% over the prior academic year.

Meet or exceed the average start rate of the three previous academic years.

#### **1.1 Data**

Total Student Start Data:

Academic Year	FTF Accepted	UG Readmit	FT Grad	Grad Readmit	Grad Transfer	Total Accepted	Total Starts	Start Rate	% Change
2014	1987	510	264	72	40	3320	2123	63.94%	0.83%
2015	2385	699	235	55	43	3845	2368	61.58%	2.36%
2016	1943	632	197	41	29	3231	2119	65.58%	-4.0%
2017	1982	631	226	52	28	3327	2224	66.94%	1.36%
2018	2193	581	164	49	33	3888	2217	57.02%	-9.92%
2019	1897	517	199	29	15	3031	1983	65.42%	8.40%
2020	1997	519	182	31	15	3137	2023	64.49%	-1%
2021	1632	381	142	31	14	2200	1383	62.87%	-1.62%

#### **1.1.1 Analysis of Data and Plan for Continuous Improvement**

2017-2018:

With the percentage change from prior year of 1.36%, we have met our benchmark for yield. The average start rate for 2014-2015, 2015-2016, and 2016-2017 is 63.7%. For 2017, we exceeded our goal with an increase of 3.2%.

We will work on the communication plans (emails, texting, marketing) that go to accepted students. I do not think that application numbers and numbers of accepted students are our problem; it is getting them to enroll and be here for the first day of class.

2018-2019:

As the 2018 statistics will show, we are on a substantial incline for accepted FTF. The focus of this past academic year has been put on this student type and our efforts have shown to be effective. As we place more efforts on all student types, our hope is to increase acceptance numbers across the board for the next academic year.

The entire Enrollment Management team also needs to be placing efforts on accepted students who have yet to enroll. We understand that this is an issue that needs to be addressed with several departments.

2019-2020:

By applying efficiency efforts such as productivity measures, utilization of technological tools, integrating the RNL Forecast Model Plus scores, embracing the theoretical and philosophical framework of RNL, and making decisions in a more timely manner, we were able to substantially increase our yield.

In addition, we cleaned up the applicant file for FTF with decisions. We also withdrew 788 applicants that were accepted to have cleaner data for yield. Overall, substantial efforts are being made to improve the yield on our current accepted and pending students.

2020-2021:

Even through COVID-19, we were able to increase every student type except graduate transfers, where we maintained the same number. We continued to implement the practices from the prior year. With productivity measures in place, efforts to decrease response time and increase yield were successful.

2021-2022:

We did not meet the benchmark to increase start rate of accepted students by 1.0% over the prior academic year, but our yield from accepted to registered FTF was 63% and First Time Grad was 80%. These both fall right in the percentage range McNeese is used to tracking, if not better. The university will focus more on FTF yield strategies with more communication after acceptance by working with the freshman advising area and student services.

**Performance Objective 3 Provide exemplary customer service to prospective students, students, faculty, staff, and other patrons of the University in an effort to support the University's recruitment and retention efforts.**

**1 Assessment and Benchmark**

Benchmark: On the campus tour survey, score at least 4.0 (agree) on all items.

**1.1 Data**

Catalog Year	Response rate	
	#	%
2018-2019	11/66	16.0%
2019-2020	8/113	7.0%
2020-2021	—	—
2021-2022	7/72	9.7%

Campus Tour Survey:

Item	Academic Year Ending			
	2015	2016	2017	2018
I was welcomed when I arrived at Student				

Central.	5.0	—	5.0	4.8
After my campus tour I am more likely to attend McNeese.	4.7	—	4.64	5.0
My tour guide answered my questions completely.	5.0	—	5.0	5.0
My tour guide was knowledgeable about McNeese.	5.0	—	5.0	5.0
My tour guide took me to all the places I expected to see.	4.9	—	4.91	5.0
My tour guide showed me more than I thought I'd see.	4.9	—	4.73	4.9
My tour guide showed genuine interest in my visit.	5.0	—	4.91	5.0
I feel my tour guide communicated well.	5.0	—	5.0	4.9

Item	Academic Year Ending			
	2019	2020	2021	2022
I was welcomed when I arrived at Student Central.	4.8	4.33	5.0	
After my campus tour I am more likely to attend McNeese.	4.8	5.0	4.57	
My tour guide answered my questions completely.	4.8	4.67	5.0	
My tour guide was knowledgeable about McNeese.	4.8	4.67	5.0	
My tour guide took me to all the places I expected to see.	4.4	4.67	5.0	
My tour guide showed me more than I thought I'd see.	4.0	4.33	4.71	
My tour guide showed genuine interest in my visit.	4.9	4.67	5.0	
I feel my tour guide communicated well.	4.9	5.0	5.0	

### 1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

Campus Tour Surveys were emailed to students and parents returning from their tour. We are meeting our performance indicators.

We will take suggestions from the consulting company when they start their visits and data is analyzed. They did suggest in their first visit to McNeese that we use current McNeese students attending the university as campus tour guides, so we have started implementation.

2018-2019:

Implementation continues as we utilize student workers, majority of which are Peerleaders, as tour guides. While benchmarks were still met, indicators show that student workers need additional training. Also consider less than 10% of our tours are completing the survey.

2019-2020:

Out of the 8 responses we received on these surveys, all benchmarks were met. We decreased slightly in a few key areas, which has caused us to increase our standardization efforts with each tour guide. In

addition, we have also seen an increase in areas where we fell short the year prior. All "other" comments that were provided by the survey responses were all positive with little to no suggestions for improvement.

To rectify the decrease in those key areas, our procedures will be reevaluated and conversations will be had with Student Central.

2020-2021:

Due to COVID-19 and Hurricanes Laura and Delta, tours were not offered until April 2021. During this time, we took the opportunity to re-evaluate procedures for admissions counselors and tour guides and implement new protocol for tours. Some of these items include: personal phone calls upon receipt of tour schedule, obtaining additional "wish list" from student of these to view and discuss while on tour, and creation of agenda to send to student prior to arrival. Additional training items include: back pocket questions, understanding roles and responsibilities on tour, and learning about implicit biases.

In addition, we implemented virtual meeting options for prospective students and an online scheduling platform called Calendly. This boosted our competitive advantage by allowing students to sign up for a meeting with an admissions counselor by phone, zoom, or in-person. We also conducted a training with the Office of Freshman Advising, administered Calendly as well.

2021-2022:

We exceeded the benchmark with responses for our campus tours. We were able to offer on-campus tours this year and also continued to offer the Calendly option for virtual meetings as well. We are implementing the new CRM Recruit next year which the campus tour survey is part of the "thank you for attending" email, and we hope to have better responses with the new implementation.

**2 Assessment and Benchmark**

Benchmark: On the high school counselor survey, score at least 4.0 (agree) on all items.

**2.1 Data**

Catalog Year	Response rate	
	#	%
2018-2019	20/55	36.3%
2019-2020	12/36	33.3%
2020-2021	13/45	28.8%
2021-2022		

Counselor's Conference Survey:

Item	Academic Year Ending			
	2015	2016	2017	2018
My need for information about McNeese was addressed today.	4.95	—	5.0	4.89
The Scholarships presentation was helpful.	4.90	—	5.0	4.94
The Admissions presentation was helpful.	4.95	—	4.96	4.95
The academic programs presentation was helpful.	4.90	—	4.92	4.89
The Dual Enrollment presentation was helpful.	4.60	—	4.88	4.84
The Financial Aid presentation was helpful.	4.94	—	4.5	4.84

Item	Academic Year Ending			
	2019	2020	2021	2022
My need for information about McNeese was				

addressed today.	5.0	4.67	4.85	
The Scholarships presentation was helpful.	5.0	4.67	4.92	
The Admissions presentation was helpful.	5.0	4.67	4.85	
The academic programs presentation was helpful.	5.0	4.67	4.92	
The Dual Enrollment presentation was helpful.	5.0	—	4.85	
The Financial Aid presentation was helpful.	5.0	5.0	4.92	

### 2.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

Counselor Surveys were emailed to participants at the annual counselor's conferences held at McNeese and in Lafayette. Due to Hurricane Harvey, we were not able to host a conference in Beaumont, TX. We are meeting our performance indicators.

We know that the relationships with high school counselors are extremely important. These conferences are a great tool to connect and share resources. We look forward to the consulting company giving us suggestions on ways to improve these sessions.

Next year, we will review our survey and see if we can be more specific with the questions we ask about topics presented on during the event.

2018-2019:

Benchmarks were met. This year, we were only able to do one on-campus counselor conference. We felt like it was effective because we had 50 plus counselors attend (including counselors from SE Texas, the Lafayette area, and local).

We hope to move to offering off-site conferences again to help inform and increase our awareness in LA and TX.

2019-2020:

Benchmarks were met. We believe there may have been a miscommunication with how to complete the survey. One survey gave all "1s", but, all comments received were very positive. This led us to believe that he or she meant to put "5s" for each choice.

An off-site conference in Texas was originally organized between Lamar State College-Orange and McNeese but was canceled due to a calendar conflict. Immediately following, COVID-19 caused a lapse in opportunity to reschedule.

2020-2021:

Because of COVID-19 restrictions and both hurricanes, McNeese did not host a counselor conference. Facilities were not functional and most 5-parish schools did not have the ability to attend an event, even as a virtual option.

2021-2022:

We received almost perfect scores in all categories of the survey. Not only did we host the counselor conference in October but chose to host an additional conference in January that same year. This was to follow up about discussions of campus engagement with high schools and counselors' thoughts of McNeese as well as discussion of Dual Enrollment requirements and policies.

Since the two meetings went so well, we will continue to host the Spring meeting from now on.

## 3 Assessment and Benchmark

Benchmark: On the Fall Preview Day survey:

- Score at least 4.0 (agree) on all items.
- At least 50% of respondents will indicate that they are more likely to attend McNeese after Fall Preview Day.



Prior to 2019-2020, the benchmark was at least 65% of respondents will indicate that they are more likely to attend McNeese after Fall Preview Day.

### 3.1 Data

Catalog Year	Response rate	
	#	%
2018-2019	17/288	5.9%
2019-2020	83/543	15.2%
2020-2021	—	—
2021-2022	1/200	0.5%

#### Fall Preview Day Survey:

Item	Academic Year Ending			
	2015	2016	2017	2018
Overall, Fall Preview Day was helpful.	4.53	4.69	4.77	4.78
Overall, my Fall Preview Day experience was enjoyable.	4.53	4.38	4.77	4.83
The information at the welcome session was helpful.	4.42	4.31	4.65	4.61
The information at the Departmental and Organizational fair was helpful.	4.32	4.08	4.54	4.5
The financial aid and scholarship presentation was helpful.	4.40	4.56	4.72	4.79
The housing presentation was helpful.	4.40	4.75	4.82	4.6
The student services (parents) presentation was helpful.	4.36	4.2	4.5	4.55
The campus tour was helpful.	4.19	4.45	4.78	4.5
The housing tour was helpful.	4.17	4.57	4.69	4.5
The student life (students) presentation was helpful.	4.35	4.63	4.53	4.57
The Departmental Open House was helpful.	4.59	4.25	4.65	4.6
After attending this event I have selected McNeese as my school of choice for next fall. (For attendees who stated they had not selected McNeese prior to attending Fall Preview Day)	57.5%	50%	47.8%	55.6%

Item	Academic Year Ending			
	2019	2020	2021	2022
Overall, Fall Preview Day was helpful.	4.6	4.68	—	
Overall, my Fall Preview Day experience was enjoyable.	4.6	4.71	—	
The information at the welcome session was helpful.	4.5	4.37	—	
The information at the Departmental and Organizational fair was helpful.	4.7	4.61	—	
The financial aid and scholarship presentation was helpful.	4.6	4.65	—	
The housing presentation was helpful.	4.3	4.47	—	
The student services (parents) presentation was helpful.	4.3	4.42	—	
The campus tour was helpful.	4.7	4.67	—	
The housing tour was helpful.	4.5	4.56	—	
The student life (students) presentation was helpful.	4.5	4.56	—	

The Departmental Open House was helpful.	4.6	4.56	—	
After attending this event I have selected McNeese as my school of choice for next fall. (For attendees who stated they had not selected McNeese prior to attending Fall Preview Day)	41.2%	55.4%	—	

### 3.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

Q&A Day Surveys were distributed to all participants and their parents via e-mail after the fall preview day.

On the survey, the average score on all items exceeded the performance indicator of 4.0 (agree). There were decreases in scores on the campus tour, housing tour, and the housing presentation. We will meet with the housing department to discuss if and how things were delivered this year. See if there can be improvements with different handouts or visual aids. We will also meet with our student tour guides that give the campus tours for this event. We will increase training before the event and see if we need to adjust their route to make the tour more enjoyable.

Only 55.6.% of the respondents indicated that they were more likely to attend McNeese after Q&A Day, which did not meet the performance indicator.

Next year, we want to change the performance indicator to 60% for most likely to attend McNeese after Preview Day. We also want to change the average score on the performance indicator to 4.6 (agree). We will take suggestions from the consulting company on ways to improve this event.

2018-2019:

While some benchmarks weren't met this past year, the Admissions office is working to re-vamp this upcoming year's preview days in several ways.

1. We will be offering two preview days this fall semester to reach students earlier in their decision-making process.
2. We will meet with housing to create a better experience for our prospective families.
3. We are condensing the welcome session to make the information more absorbable.
4. In light of some of the decreased percentages in the information sessions, we will be sharing the survey results with the presenters and collaborate ways to engage or improve the sessions.

We will continue to use the 4.0% benchmark on the upcoming preview days. To set a more realistic goal, the benchmark for more likely to attend McNeese percentage will be set at 50%.

2019-2020:

The 4.0% benchmark was met for the last preview days. We decreased slightly in the welcome presentation. Focus is placed on reevaluating this portion of the day every year, with changes and updates being implemented every time. We received really positive feedback in the "other" comments, with some great suggestions for better signage, communication efforts, and discussions with departments and colleges. The benchmark we updated last year with the more likely to attend McNeese at 50% was also met.

For this upcoming year, a task force has put together to discuss how we will proceed with preview days. We will have to be creative in dealing with issues surrounding COVID-19.

2020-2021:

Because of COVID-19 restrictions and both hurricanes, McNeese did not host a Fall Preview Day. Preview day was set to occur virtually. Unfortunately, both dates were canceled due to hurricanes.

Two Spring Preview Days were created as an alternative. We also hosted the first Summer Preview Day. In addition, the Office of Admissions and Recruiting hosted a few departmental open houses that included faculty and staff from the respective departments.

2021-2022:

Since only one person responded to the survey, the information is void. We will work with the scholarship and alumni offices to see if they can assist us with incentivizing responses to the survey to get more feedback.

#### Performance Objective 4 Increase the number of visits to K-12 institutions.

##### 1 Assessment and Benchmark

Benchmark: Meet or exceed the average number of visits to K-12 institutions for the two previous academic years.

##### 1.1 Data

Number of Visits to K-12 Institutions:

Month	Academic Year Ending					
	2013	2014	2015	2016	2017	2018
May	6	15	11	11	12	17
June	3	1	1	2	3	2
July	3	2	0	0	1	1
August	1	1	0	2	1	3
September	45	51	82	81	89	74
October	79	101	83	88	90	97
November	22	19	21	27	11	32
December	2	4	0	0	1	2
January	8	0	1	5	14	8
February	21	7	4	17	20	11
March	16	3	10	6	22	33
April	14	2	3	6	11	18
<b>Total</b>	<b>220</b>	<b>206</b>	<b>216</b>	<b>245</b>	<b>275</b>	<b>298</b>

Month	Academic Year Ending					
	2019	2020	2021	2022	2023	2024
May	25	12	0	4		
June	2	3	0	1		
July	0	2	0	0		
August	1	3	0	0		
September	67	100	7	31		
October	80	95	148	57		
November	24	26	71	12		
December	1	10	14	3		
January	5	13	18	8		
February	22	34	19	31		
March	29	19	32	11		
April	6	0	22	10		
<b>Total</b>	<b>262</b>	<b>314</b>	<b>331</b>	<b>168</b>		

##### 1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

The number of visits to K-12 institutions for 2017-2018 was 298, exceeding the performance indicator. We tried to schedule more private visits this year and also worked closely with Betty Anderson to send a recruiter when she traveled the five parish area high schools in the spring semester to present on the dual enrollment program. Develop additional data points to determine the high schools with the largest number of students choosing McNeese and highest retention rates. Use this information when scheduling recruiting visits (this was not done last year, so I would want to implement it this year). The consulting company will play a large part in strategically planning recruiting efforts next year based on previous enrollment data.

2018-2019:

The number of visits to K-12 institutions for 2018-2019 was 262, which did not meet the performance indicator. This is not a bad outcome, because we were strategic with the college fairs that we attended this year using data from the CRM and guidelines from RNL. We only attended college fairs where we had received applications in the past and areas of growth like Texas. We also only had half the recruiting staff for the last portion of the year, so the number of private visits were not as high.

2019-2020:

Even with COVID 19, we exceeded this objective. Had we had the opportunity to include more spring private visits, transfer fairs, and two large NACAC fairs that should have taken place in April, we would have seen an even higher number of visits. Because physical representation was not possible, we utilized direct mailings and virtual meetings as much as possible.

Next year's efforts will be realized by increasing virtual opportunities and out-of-the-box recruiting possibilities. Within the CRM, we added a new descriptor for virtual visits.

2020-2021:

We exceeded this objective by increasing the number of virtual visits offered to us through LACRAO and TACRAO. The events attended did not have an effect on yield.

We anticipate next year to be lower due to a cut in travel funds and staff. We will be more strategic by using 3-year enrollment data and RNL Forecast Plus Model scores to determine best use of resources.

2021-2022:

Our visits in the K-12 schools were down because we were still under COVID-19 restrictions and schools were not allowing us to visit nearly as much as they had in the past. Several schools allowed us to participate in virtual options but they were just not as effective or well attended.