

Institutional Effectiveness Report

Unit: Enrollment Services

2004-2005

Expanded Statement of Institutional Purpose	Administrative Objective/Expected Results	Assessment Criteria and Procedures	Assessment Results	Use of Results
<p>The mission of the division of Enrollment Services is to guarantee high quality customer service in a centralized team environment. We are committed to providing enhanced technological and innovative solutions to recruit and retain students while enhancing our reputation in the community and around the world.</p> <p>Goal 1. To make outcomes based research the centerpiece of enrollment marketing and management by employing data-driven decision making in policy formulation.</p>	<p>1a. Survey data in addition to qualitative feed-back will be used to improve customer service.</p>	<p>1a. Several training programs were conducted during the year regarding customer service, technology, business processes and communication within the department as well as to external customers. Survey data from the Student Academic Support Services survey was used to analyze student satisfaction.</p>	<p>1a. Analysis of the Student Academic Support Services Survey indicates and improvement of 8.7% in customer satisfaction overall for the division from 2001. In addition, a telephone monitoring system has provided daily reports which indicate customer service performance on a daily basis.</p>	<p>1a. Although the Student Academic Support Services Survey is a good indicator of customer services satisfaction, the division plans to include service related questions in the Freshmen survey conducted in the Fall. This will provide more accurate information of admissions, recruitment and OSS services. In addition, changes to the Student Academic Support Services Survey will be made to provide a more accurate overview of the division. Several questions on the current survey only relate to a small population of students and could possibly skew the data.</p> <p>The QAP system installed in Spring 05 will provide detailed information regarding customer service and telephone response time. This will be used for future improvement and</p>

<p>Goal 2. To identify, recruit and enroll a student body that reflects the university's value of a diverse student population.</p> <p>Objective: 1,2,3,4,5,6,</p>	<p>1.b. To improve recruitment efforts in Atlanta and contiguous areas and in other target populations.</p> <p>2a. Enrollment data should reflect increased enrollment and retention.</p> <p>2b. Results of data will be used to facilitate current trend of gains in transfer student enrollment.</p>	<p>1.b. The Atlanta market was analyzed by marketing consultants and a target campaign including visits by recruiters, direct mailings and commercials was launched.</p> <p>2a. Semester Enrollment data will be used to assess enrollment trends and increases.</p> <p>2b. CSU Semester Enrollment reports will be used to assess transfer student enrollment trends.</p>	<p>1.b. The 2004 enrollment report reflects a 177.4% four year increase in enrollment from the Atlanta area.</p> <p>2a. CSU enrollment increased Fall 2004 by 4.1%.</p> <p>2b. Fall 2004 Transfer student report indicates a 43.8 % increase in transfer student enrollment over a four year period.</p>	<p>monitoring.</p> <p>The ENT response system or virtual advisor installed Jun 05 will provide critical information regarding email and web questions. This will be used to improve web interaction and services.</p> <p>1.b. Recruitment efforts in the Atlanta area will continue.</p> <p>2a. Enrollment data will be used to indicate increased enrollment.</p> <p>2.b. Due to limited resources, survey data was not collected for this group. The institution will need to consider increased services to accommodate transfer students. A customer services survey specifically directed toward the needs of these students will be considered.</p>
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<p>Goal.3. To enhance all aspects of customer service with students a top priority.</p>	<p>2.c.A cross-training program will be implemented.</p> <p>3. Clearer correspondence to student should result in fewer student contacts with questions about information provided in our written communication.</p>	<p>2.c Survey data from the Student Academic Support Services survey was used to analyze student satisfaction.</p> <p>3. Communication was improved by use of web and university portal.</p>	<p>2.c. See response to 2. a. regarding survey results.</p> <p>3. See response to 1a.</p>	<p>2.c. Annual surveys will be used to continue assessment of customer services. It is expected that continued cross-training will enhance customer services.</p> <p>3. Intelli-response software will help to monitor web questions and provide reports to improve the use of web communication.</p>
<p>Goal 4: To enhance the promotion of CSU as a quality institution of higher education.</p>	<p>4. Efforts have been made to increase the awareness of CSU’s select mission of excellence – both in an beyond the service region.</p>	<p>4. A marketing campaign called “Change Your Mind for Good” was launched in Fall 2004, following a marketing analysis. The campaign focus is to promote CSU as an engaging academic experience.</p>	<p>4. Increased enrollment is considered an indication of effective marketing. See response to 1a. for enrollment increase data.</p>	<p>4. Research regarding the effectiveness of marketing will continue as an on-going assessment of effectiveness.</p>
<p>Goal 5. To use the web strategically for marketing as well as student services and recruitment.</p>	<p>5a. Develop international website, improve future student website and use CSU portal for communication.</p> <p>5b. Replace inefficient processes such as book vouchers and the refund checks.</p>	<p>5a. Applications will increase.</p> <p>5b. Savings will be realized with new change to HigherOne.</p>	<p>5a. Applications for Fall 2005 are up 20%.</p> <p>5b. Institution realized significant savings with the elimination of refund checks.</p>	<p>5. Continue to improve website and web communication for recruitment and student services.</p> <p>5b. Task complete.</p>