

Mission Statement 2002-2003

The Enrollment Marketing and Services Division is comprised of the departments of Recruitment, Admissions, Registrar, Financial Aid, Student Payment Center, Technology and Enrollment Marketing. Within these departments each unit is dedicated to serving prospective and enrolled students and CSU alumni. The division's commitment to service is driven, first and foremost by an attitude of genuineness and steadfast desire to assist students through the application process, to graduation and beyond, while providing information in a clear and concise way and promising efficient, cutting edge service with a smile. To ensure the success of the division, the integration of technology, continuous evaluation of communication vehicles, on-going work-flow process assessment, staff training and the application of research in recruitment and retention is a priority and key focus.

Financial Aid Office Accomplishments 2001-2002

Customer Service

Provided improved customer service to financial aid applicants at Columbus State University and reduced the number of financial aid complaints to management level.

Physical Changes

Remodeled office to provide a larger reception area for students. Modified traffic flow to provide easier access by students to counselors. Individual offices were created allowing greater privacy for meetings between counselors and students.

Purchased fax machine and safe. The fax machine increases the speed of communication between students and the Financial Aid staff as well as other schools. The safe provides security for scholarship and loan checks to be housed until they are moved to the Fee Payment Center.

Moved a copy machine to the Financial Aid Office to provide free copy service to students who are providing income documents.

Purchased and installed 5 new computers.

Hired and trained 4 new counselors and 1 Financial Aid Assistant.

Communication

Published bi-annual newsletter to students. A newsletter in January reminds the students of their need to renew aid for the following academic year and preparation for summer term. The May newsletter describes special programs (ex. Nursing Service Cancelable Loans, HOPE Promise and HOPE Teacher) that require separate applications by the student and provides timelines.

Conducted Financial Aid Workshops for local high schools, churches, the AKA sorority, the Adult Reentry Program and the Minority Affairs Program.

Cosponsored a Columbus/Phenix City Financial Aid Night for all area students and parents.

Directed campus workshops in the CINS lab to assist students with on-line preparation of the 2001-2002 Free Application for Federal Student Aid.

Participated in an interview regarding financial aid on the “Coffee Break” TV show.

Procedure Changes

Removed unnecessary steps in the application and disbursement processes:

(A) Discontinued the requirement that students sign and return Award

Letter, “Satisfactory Academic Progress Policy” form and “Financial Aid Policies and Conditions of Awards” form.

(B) Discontinued 30 day delay of loan disbursements for entering freshmen. This is no longer a federal requirement based on CSU’s loan default rates.

Implemented web-based Perkins loan counseling.

Established NSLDS (National Student Loan Data System) interaction for transfer student monitoring. This is a new federal requirement that helps prevent overpayment of federal grant and loan aid.

Implemented etCert for electronic transfer of veterans certification to the Veterans Administration.

Created a “loan disbursement action” letter to meet federal requirements. This letter identifies that a loan disbursement has occurred and describes the action necessary for the student to reduce or cancel the loan .

Established monthly Direct Loan reconciliation reports involving the Financial Aid Office, Business Office and Fee Payment Center.

Created a V.A. procedures manual.

Updated “Degree Status” form for easier reporting by faculty of remaining coursework of a student’s degree.

Implemented a data load process for electronic HOPE applications received from the Georgia Student Finance Commission.

Automated the loan disbursement process as loan counseling is satisfied by the student during the semester.

Established a Pell reporting schedule for draw down access to Pell funds by the Business Office.

Revised Rothschild loan qualifications and application.

Implemented new Freshman emergency loan and created application.

Established procedures and implemented a new financial aid program – LEAP (Leveraging Educational Assistance Partnership).

Created a Financial Aid Appeals Committee to review and make judgments on financial aid appeals.

Established institutional and departmental policy for processing of unofficial withdrawals.

Training

Noel Levitz Customer Service Training course attended by all Financial Aid Staff.

“Getting It All Done” Lunch and Learn session attended by all Financial Aid staff.

Georgia Student Finance Commission sponsored HOPE gpa calculation session attended by all financial aid counselors.

Georgia BANNER Summit session attended by the Student Financial Aid Counselor II.

Board of Regents Study Abroad Workshop attended by a financial aid counselor.

Board of Regents Record Retention Workshop attended by the Assistant Director.

Reports

Completed 2000-2001 FISAP.

Revised Federal Program Participation Agreement and received approval of programs.

Financial Aid Office Goals 2002-2003

Goal: Automate the packaging and awarding of financial aid.

Method -Maximize the use of BANNER functions to package and award financial aid for the 2002-2003 award year.

Expected Results -This will improve the response time to aid applications. Other benefits should include a reduction in telephone calls and student frustration due to the lack of financial information.

Measurement -The response time will be measured by comparing the number of days from the students acceptance date (new students) or May 15th (for renewal students) to the date of the initial award letter.

Goal: Improve customer service.

Service to the customer can be measured in many ways – friendliness of office, knowledge of office, courtesy of office, resolution of problem, etc.

Method- Reinforce the priority of good customer service through continued training in this area particularly in the friendliness and courtesy provided.

Expected Results – Improved satisfactory comments on surveys of financial aid services.

Measurement – Level of satisfaction reported by students on the Financial Aid Office survey as well as the bi-annual Student Survey.

Goal: Create annual scholarship application database.

Method- Build a scholarship application database which tracks a student by the name of the scholarships requested, date application received, as well as, qualifications met and not met.

Expected Results-Improved efficiency of response to student inquiries of their scholarship application status and ease of tracking approximately 500 applications for review by the scholarship committees.

Measurement – Access by front-line staff to receipt and status of scholarship applications. Spreadsheets will be provided to all scholarship committees for use in their selection process.

Enrollment Marketing/Communication Department **2001- 2002 Accomplishments**

- The Communications Department was established July 1, 2001 under the leadership of Valerie Alexander-Spicer (Technical Project Coordinator).
- The department transferred and trained two current CSU employees. Jackie Shipp (Computer Production Coordinator), which is primarily responsible for letter generation, reports, and other jobs as required by each department with use of the SCT Banner Student System and other software as required. Ronald Lowery (Information Clerk), which is primarily responsible for supporting the various departments in the distribution of information, which includes preparation of various mail outs, ordering supplies, purchase order request, and inventory control.
- The Communications department purchased two new computers and three new printers (2-HP Laser Jet 4100 and 1-HP Laser Jet 8150) to assist with the production and communication of literature to current and prospective CSU students. Purchased copier/fax/printer machine for the Enrollment Marketing Division, and other initial items for department.
- Developed Frequently Asked Questions site for the Enrollment Marketing Division via the intranet for use internally throughout the division to provide consistent and accurate information to the students.
- Provided Banner 5.x training to the Enrollment Marketing Division staff.
- Attended Georgia BANNER Summit Users Conference for updated information regarding the Banner Student Integrated System (September, 2001).
- Attended Crystal Reports 8.0 Training to enhance the development of reports.
- Integrated “Sign Out” program to track sick/vacation leave on-line.
- Research various software packages (Schedule Online, etc.) to enhance work performance.
- Developed an inventory control mechanism for Enrollment Marketing publications and marketing pieces.
- Pressure Sealer moved from Plant Operations to Enrollment Marketing in Woodruff Gym - Communications Department for processing (and sealing) of end-of-term grade reports, 1098T Tax Forms, etc.
- Developed “Faculty Call Sheets” (recruitment piece enables the faculty to contact newly admitted students).

- Developed (in progress) an Enrollment Marketing Mail Center for processing of mail outs for the Enrollment Marketing Division.
- Developed (in progress) of printing and mailing all correspondence to current and prospective students from the Communication Center for the various areas of Enrollment Marketing (Admissions, Financial Aid, Registrar, Student Fee Payment Center).

Communication Department Goals 2002-2003

1. Maximize processes in the communications areas by utilizing various software packages that will streamline current processes, enhancing the services provides to the departments within Enrollment Marketing. (tied to institutional goal #6)
2. To provide ongoing technical support/trouble shooting for the Enrollment Marketing Division on a front-line surface. This will provide an immediate service to the division and prevent down-time of employees. (tied to institutional goal #6)
3. Staff development. On going training within our department that will allow the employees to be effective and develop their knowledge and skills. (tied to institutional goal #2)

Office of Admissions Accomplishments 2001-2002

Spring of 2001 brought many changes for the Admissions Office. Not only did the office receive a 'face lift', but there were also some internal improvements as well. Over the past year the Admissions Office has gone through many changes, but the end result has been better service for the students and happy employees.

Restructuring

One major change that the Admissions Office has undertaken this year was the restructuring of duties and personnel. Marcella Rhodes, Receptionist, was moved to the Records Coordinator position. Katie Thornton, Graduate Processor, was promoted to Office Manager. Her new duties included supervising the front as well as the student assistants. She continues to process graduate applications and keep the office moving. Patricia Giles, Admissions Counselor, now focuses on graduate communications as well as general day-to-day correspondences with students.

An additional impact on the restructuring of Admissions involves the separation of recruitment. This was a former responsibility of the Admission Counselor, which is now moved to a separate office. This creates more time for the counselors to assist walk-ins and improve relations with perspective students.

The Administrative Assistant position was phased out to allow more opportunities for help up front. This created a part-time position to assist during the peak hours and assistance with general admission paperwork.

New Look

The reception area of the Admissions Office receives a much needed welcoming look. To begin, the two new desks are added to help assist students who come into the office. The modern furniture includes a couch, chair, and small table for students to relax comfortably and get their necessary materials. A barricaded receptionist desk is a thing of the past!

A new 'information center' was added so students can easily get the papers they need. This creates a central location for materials to be located which helps both the student and the admission staff.

A new look for the Admissions Office continued throughout the office. The three Records Coordinators moved out of a hallway and into their own private space! Viola Alexander, Lead Records Coordinator, moved into an office just outside of the reception area while Marcella Rhodes and Catrina Smith-Edmonds share an office just down the hall. This created a quiet area for the processing of applications.

The student assistants also obtained two workstations where they could answer phone calls, mail requested information, and enter data into the computer system. This was a welcomed change for the students because they now have space!

Timely manner

With the help of a simple organizer, the admissions staff is now equipped to make finding a transcript easy. Each piece of information submitted to the admissions office can easily be filed away until appropriate action can be taken. This creates organization and allows the records coordinators to work productively and efficiently.

With organization being the key to success, the records coordinators are now processing in a matter of days. Within 48 hours of receiving an application, the Records Coordinators have application information in the system. This has contributed to a reduction in phone calls since students can look up their information on the web! All transcripts are also entered into the system for easy tracking.

Applications go up!

For two consecutive semesters, the number of applications submitted to the Admissions Office has increased! Fall Semester 2001 proved to be a success with an increase of applications with freshman, transfer, and returning students. This was repeated again Spring Semester 2002. The positive results can be contributed to mailings, improved service, and recruitment.

International Admissions

Over the past year the Admissions Office has seen more changes than it likely has in the last decade. All changes made have progressed Admissions to a new level of service. There have been implementations of new policies and procedures. International students have benefited from a new procedure used to evaluate international transcripts. Rather than having the transcripts initially evaluated by Columbus State University it is now required that either Josef Silny & Associates or World Educational Services, two professional companies, evaluates all international transcripts. This requirement was implemented to ensure that the previous school attended by the student was accredited and all pertinent classes are given proper credits. Because it is often difficult to decipher the differences in educational systems around the world, this system ensures fairness to the student and to Columbus State. The professional companies make it possible for transcript credits to be evaluated accurately. International students have also benefited from the actualization of the American Language Program. Since this program has come to fruition students who do not meet admissions standards due to language barriers now have an option. Students can participate in the program, working to improve their English skills, and re-apply for regular admission. Though the program is offered through continuing education students are provided with I-20 forms through the Admissions Office, and the international counselor also serves as a point of contact for interested students.

Communication

Communication among Admission staff has improved greatly with weekly staff meetings and weekly section meetings. This allows the group to discuss information, ideas, and improvements as well as among each section. Admission staff is also attending weekly meetings with other offices within the division. This creates opportunity for staff to share their process, learn about other office processes, and provide feedback. In addition to regular meetings, admissions have also improved communication with students. With four main lines ringing into the office and an addition of a toll free number, students are able to reach Admissions! Voicemail has also been removed so students are able to reach a person... not a machine! We have also increased communication to students with additional mailings. Mailings to students include an additional letter to students letting them know what is missing from their file, request for final high school transcript, and change of term letters.

Website/E-mail

Admissions is working closely with the Computer Center to better assist students with finding answers to their questions. With the help of efforts to make the Admission website user-friendly, students are able to find what they are looking for easier. Students questions are also responded within a shorter time frame and the website even asks them questions first! Although this process has just begun, the Admissions website is becoming easier for students to use.

Small Steps...big difference!

Over the last year major changes have taken place along with many minor changes in the office. All of which have been initiated by the staff members to create first hand improvement. The Records Coordinators have worked with the Computer Center to add a tracking device to record their process. This allows anyone to observe the number of applications entered during any given period of time.

Other admission impacts...

Admission letters are continually being improved

Tracking walk-ins
New look for the undergraduate application (Thanks Claire)
Application materials are found inside the application
Improved telephone system and service

Office of Admissions Goals for 2002-2003

1. The Office of Admissions has committed to improve written and oral communication to prospective and currently enrolled students. Specifically we will strive to improve communication with: (Goal 2)
 - A. Forms that we distribute to students
 - B. Letters and other mail-outs to students
 - C. Create a directory information of departments

2. Office of Admissions has committed to improve the Admissions website to service diverse populations and to make it user-friendly. (Goal 6)
 - A. Transfer
 - B. Graduate
 - C. Post-Secondary Options/High School Joint Enrollment
 - D. Home School
 - E. Non-Traditional

3. Increase awareness for traditional students in the service area of admission requirement (Goal 4)

STUDENT FEE PAYMENT CENTER
ACCOMPLISHMENTS
2002

- The Student Fee Payment Center has converted PeopleSoft into their financial daily processing. PeopleSoft and Banner will perform together, and all procedures to be accomplished will be managed within Banner. This conversion has increased student processing by 80%.
- Student Payment Drop Boxes usage has increased. We have encouraged students to use the three-drop boxes located in Public Safety, library, and Richards Hall (in front of Admission's and the Payment Center). This allows students to make payments around their busy schedule.
- Student Fee Payment Center now accepts credit card information over the telephone.
- Student now has the accessibility to pay all tuition and fees conveniently through the CSU website. This has decreased the long lines at registration and fee deadline date.
- Students with financial aid have the option to request the maximum amount for their book voucher. The bookstore will cash their book voucher (with a minimum purchase of \$100). The students appreciate this option because it assists the students until their refund check is mailed.

Student Fee Payment Center Goals 2002-2003

- ◇ Expand staff training to provide better student service.
- ◇ Help internal and external customers of the university better understand our financial accounting procedures.

Office of the Registrar Accomplishments 2001-2002

Access via the Internet

CAPP implemented Spring 2001 and used for Fall 2001 graduation audits

Web-based CAPP compliance report added to ISIS (one of only two within the University system)

On-line withdrawal form and class roll audit form implemented Spring 2002

Forms added to internet/intranet include transcript request form, enrollment certification request form, course proposal forms, and CAPP adjustment form.

Efficiency/reliability of services

Two additional computers and two on-campus phone lines added in the Registrar Office counter area

Registrar staff duties re-evaluated and revised to increase the effectiveness and efficiency of processes

“I to F” grade change policy revised so as to streamline process for students, faculty & administration

OFFICE OF THE REGISTRAR GOALS & INITIATIVES 2002-2003

- TO OFFER STUDENTS, FACULTY & STAFF EASIER, CONVENIENT ACCESS TO PROGRAMS AND SERVICES VIA THE WEB
- TO INCREASE EFFICIENCY & RELIABILITY OF SERVICES OFFERED

RECRUITMENT ACCOMPLISHMENTS 2001-2002

- Attended 210 college fairs in GA & AL
- Visited over 80 high schools in GA & AL
- Sent information on CSU to 22,000 students\
- 4 Visitation Days with above average turnout
- Developed telecounseling center

RECRUITMENT GOALS 2002-2003

- ◇ Increase the utilization of technology in recruitment.
- ◇ Narrow our target audience to a more manageable number.
- ◇ Increase the academic caliber of CSU applicants.
- ◇ Put a plan in place that allows the telecounselors to effectively support the Enrollment Marketing Division.
- ◇ Develop an international recruitment plan.

COLUMBUS STATE UNIVERSITY
ENROLLMENT MARKETING
 FY 2002 STRATEGIC PLANNING ASSESSMENT: LEVEL 2 PLANS

Goal*		Planning Initiative	Assessment of Results
Institutional	Unit		
1,2	1	Continuously assess & improve customer services & communication to students in an effort to reduce phone calls, lines, student run-around.	This division was reorganized 2/01, thus results will be assessed in 2003 following the first full year of the plan.
		1) Each department (Admissions, Financial Aid, Registrar, Student Payment Center, Recruitment) will participate in training programs related to the prevention of student run-around, customer service, & telephone practices.	
		2) All departments will meet weekly to review communication and work flow between department to ensure cross-communication and the most efficient service delivery.	
		3) Each department will continuously review all written communication to assess clarity of information and effectiveness.	
		4) All communication will be reviewed to incorporate maximum use of web based forms and request for information.	
		5) Continue to define the role of technology in communication via mail outs and the use of the mail distribution center.	
		6) Expand the usage and productivity of the telecounselors in recruitment and other departments.	

* Institutional Goals were established in the University Strategic Plan. Unit Goal addresses the Institutional Goal.

Goal*		Planning Initiative	Assessment of Results
Institutional	Unit		
1,4,9	2	Develop a strategic recruitment plan for the university which is supported by faculty and clearly connects all marketing efforts to a long-term institutional directed strategy.	
		1) Work with the VPAA and Deans to encourage each department to adopt a recruitment plan which will include marketing needs, target audiences and faculty commitment to recruitment.	
		2) Develop brochures for each major and communication plan for the distribution of information regarding majors.	
		3) Continue to advertise and focus on ways to disseminate information about the select missions as defined in the strategic plan.	
		4) Refine market research and develop recruitment strategies and advertisement based on research results.	
4,9	3	Enhance integration of technology in recruitment, admissions, registrar, financial aid, and student payment center to improve service and communication and provide cutting edge approach to business processes and workflow.	
		1) Improved and expanded use of the web in all departments by adding forms, customized web sites for recruitment and chat rooms. Banner will be used to capture email addresses and improved technology will assist in the management of emails.	
		2) Web-based surveys will assist in assessment and student needs as well as satisfaction with services.	
		3) Automation of admissions, registrar, and financial aid services and improved use of the banner system will enhance services.	
		4) The division information delivery system will be enhanced with an FAQ website and schedule-on-line.	

* Institutional Goals were established in the University Strategic Plan. Unit Goal addresses the Institutional Goal.

COLUMBUS STATE UNIVERSITY
 ENROLLMENT MARKETING
 FY 2003 LEVEL 2 PLAN

Goal*		Planning Initiative	Cost	Planned Impact
Institutional	Unit			
1,2	1	Division Customer Service Training	4,000	
	2	Marketing budget for publications, billboards, tv, and promotional items	150,000	
		Purchase mailing list	6,000	
	3	Document imaging machine	75,000	
		Schedule-on-line software	3,000	
		Website development and recruitment services	30,000	
		Telecounseling software	30,000	

* Institutional Goals were established in the University Strategic Plan. Unit Goal addresses the Institutional Goal.