

Admissions Assessment Plan

Mission Statement

The mission of the St. Ambrose University office of undergraduate admissions is to provide information and guidance to all prospective students in order to recruit, admit and enroll a diverse student population.

Long Term Goals and Objectives:

- 1) Provide accurate and useful information to prospective students
 - a. Office will send written correspondence to students explaining each step of the admissions process
 - b. Admissions counselors will respond to all students via phone, email and/or personal contact to explain each step of the admissions process.
 - c. Counselors will visit high schools, community colleges as well as attend college fairs.
 - d. Offer open house programs and participate in Iowa Private College Week
- 2) Guide prospective students through their college search and the admissions process
 - a. Admissions counselor will identify what each student's academic, extracurricular and financial needs and wants.
 - b. Assess the fit between SAU and the student
- 3) Maintain a strong applicant pool to meet enrollment goals
 - a. Conduct ACT search
 - b. Send written correspondence to all students who have submitted college entrance exam scores.
- 4) Admit applicants in accord with the University's Admission Requirements
 - a. The Director and Associate Director of admissions will review all applications and documents in a timely manner.
 - b. Assist applicants with appeals process and meet with the Admissions Appeals Committee as necessary.
- 5) Enroll admitted students and help them transition into the University
 - a. Complete student registration for orientation and registration programs
 - b. Take part in Freshman and Transfer orientation and registration programs
- 6) Ensure a diverse student body
 - a. Provide assistance to non degree and post degree seeking students as well as retired learners and guest students
 - b. Maintain a relationship with the parishes in the Davenport Diocese to increase the number of Menke Scholarship recipients
 - c. Offer financial incentives to students of academic excellence, as well as those interested in fine arts and athletics

- d. Provide attractive financial aid packages to students who demonstrate financial need.
 - e. Attend high schools and college fairs that target specific cultural and academic populations
 - f. Grant appeal system to students who have a discrepancy on academic documents
- 7) Meet recruitment goal as set forth by the enrollment management team.
- a. Meet annually with the Vice President of Enrollment Management to obtain recruitment goals.
 - b. Identify territory goals that total the recruitment goal based on previous student enrollment, graduation rates and population statistics.
 - c. Move students through the funnel from inquiry to enrolled student.
- 8) Utilize the SAU website to recruit prospective students
- a. Offer an online information request form and application
 - b. Provide contact information for all admissions employees
 - c. Supply a timeline and instruction on how to complete the admissions process
 - d. Provide links to other information on the SAU website pertinent to incoming students
- 9) Increase awareness of the admissions process throughout the university
- a. Meet with academic and non academic departments to insure accurate information is being relayed.
 - b. Invite the university community to take part in the open house events
 - c. Make admissions statistics available annually to faculty and staff
- 10) Provide superior customer service for all prospective students and their families.
- a. Send follow up within two weeks of a campus visit
 - b. Address all negative experiences with St. Ambrose University within one week.
 - c. Evaluate admission process for prospective students on an annual basis

GOALS	OBJECTIVES	ASSESSMENT	OUTCOMES
1. Provide accurate and useful information to prospective students	<p>a. Office will send written correspondence to students explaining each stop of the admissions process</p> <p>b. Admissions counselors will respond to all students via the phone, email or personal contact to explain each stop of the admission process</p> <p>c. Counselors will visit high schools, community colleges as well as attend college fairs</p> <p>d. Offer open houses programs and participate in Iowa Private College Week</p>	<p>1. Call for action provided on each communication piece</p> <p>2. Counselor phone and email logs as well as travel schedule</p> <p>3. Survey results and attendance reports</p>	<p>1. Student moves to next step in admissions process</p> <p>2. Students interest is rated</p> <p>3. Volume of campus visits increases</p>
2. Guide prospective students through the college search and admissions process	<p>a. Admissions counselor will identify each students academic, extracurricular and financial needs and wants</p> <p>b. Assess the fit between SAU and the student</p>	1. Student profiles	1. Students either become an active recruit or are no longer interested.
3. Maintain a strong applicant pool to meet enrollment goals	<p>a. Conduct ACT search</p> <p>b. Send written correspondence to all students who have submitted college entrance exam scores.</p> <p>c. Review the communication flow on</p>	1. Source report(rainbow report)	<p>1. Student become active</p> <p>2. Student moves from inquiry to applicant</p> <p>3. Letters are updated with accurate information</p>

	a yearly basis		
4. Admit applicants in accord with the University Admissions requirements	<p>a. The Director and Associate Director of admissions will review all applications and documents in a timely manner.</p> <p>b. Assist applicants with the appeals process and meet with the Admissions Appeals Committee as necessary</p>	<p>1. Compare file complete date with admit date</p> <p>2. Funnel Report</p>	<p>1. Applicants move to admitted student</p> <p>2. File is sent to Admissions Appeal Committee</p>
5. Enroll admitted students and initiate transition into the University	<p>a. Complete student registration for orientation and registration programs</p> <p>b. Take part in Freshman and Transfer Orientation and Registration</p>	<p>1. Orientation reports</p> <p>2. Satisfaction survey</p> <p>3. Phone Calling by admissions counselors for feedback</p> <p>4. Check-out process after event</p>	<p>1. Student moves from admitted to enrolled</p> <p>2. Student experience is satisfactory.</p>
6. Ensure a diverse student body	<p>a. Provide assistance to non degree and post degree seeking students as well as retired learners and guest students</p> <p>b. Maintain a relationship with the parishes in the Davenport Diocese to increase the number of Menke Scholarship recipients</p> <p>c. Offer financial incentives to students of academic excellence, as well as those interested in fine arts and athletics.</p>	<p>1. Institutional data reports</p> <p>2. Funnel reports</p>	Enroll a diverse student body to create a

	<p>d. Provide attractive financial aid packages to students who demonstrate financial need.</p> <p>e. Attend high schools and college fairs that target specific cultural and academic populations.</p> <p>f. Grant an appeal system to students who have a discrepancy on academic documents.</p>		
7. Meet recruitment goal as set forth by the enrollment management team	<p>a. Meet annually with the Vice President of Enrollment Management to obtain recruitment goals.</p> <p>b. Identify territory goals that total the recruitment goal based on previous attendance, graduation rates, and population statistics.</p> <p>c. Move students through the funnel from inquiry to enrolled student.</p>	<p>1. Noel Levitz reports</p> <p>2. Funnel Reports</p>	<p>1. Set appropriate goals for a given year</p> <p>2. Maintain enrollment</p>
8. Utilize the SAU website to recruit prospective students	<p>a. Offer an online information request form and application</p> <p>b. Provide contact information for all admissions employees</p> <p>c. Supply a timeline and instruction on how to complete the admissions process</p>	<p>1. Website report form</p> <p>2. Monitoring of website to insure accurate and up to date information is available.</p>	<p>1. Increase online applications in order to expedite the admissions process</p> <p>2. Increase the amount of information available to a prospective student</p>

	d. Provide links to other information on the SAU website pertinent to incoming students.		
9. Increase awareness of the admissions process throughout the university	<p>a. Meet with academic and non academic departments to insure accurate information is being relayed.</p> <p>b. Invite the university community to take part in open house events</p> <p>c. Make admissions statistics available annually to faculty and staff</p>	<p>1. Attendance records</p> <p>2. Admissions Awareness Survey of faculty and staff</p>	<p>1. Contact of faculty and staff with prospective students will increase</p> <p>2. Campus knowledge of the admissions process will increase.</p>
10. Provide superior customer service for all prospective students and their families	<p>a. Send follow up communication within to weeks of a campus visit</p> <p>b. Address all negative experiences with SAU within one week</p> <p>c. Evaluate the admissions process for prospective students on an annual basis</p>	<p>1. Follow up survey to campus visits</p> <p>2. End of the year survey of all students who did not attend</p>	<p>1. Students are satisfied with their admissions experience.</p>