

Admissions

Expanded Statement of Institutional Purpose

Institutional Mission Reference

Institutional Advancement promotes the academic purpose and strategic initiatives of Old Dominion University among its many constituents by communicating the University's accomplishments, sharing its vision for the future and engaging these publics in partnerships to achieve its goals. The Office of Admissions supports this effort by promoting the University's academic programs, excellent faculty, diverse student body and the focus on development of personal and social growth of students.

Institutional Goal(s) Supported

The Office of Admissions seeks to attract students from the state and national levels who have the potential for success despite educational, social or economic disadvantages. To support the University's goal of a diverse student body that is representative of the global society, the Office of Admissions pays particular attention to recruiting students who will enhance the institution's educational process.

Intended (Student) Objectives for your unit, Methods for Assessment, and Criteria for Success

Intended Objective 1

Increase the number of students who meet the Freshmen with Distinction criteria. The intended objective is to increase the number of academically gifted students.

Method for Assessing Objective 1 and Criterion for Success: Students who meet the standards for Freshmen with Distinction are identified in the University's database, allowing a year to year comparison. An increase of 5 % would serve as the criterion for success.

Intended Objective 2

Improve customer service provided to potential and current students, parents, high school counselors, and internal constituencies. The intended outcome is to provide timely and accurate information as needed.

Method for Assessing Objective 2 and Criterion for Success: Provide customer service comment opportunities through web site and random queries of both internal and external users. Method of assessing success would be increased enrollment and over time, a decrease in negative comments from both external and internal constituents.

Intended Objective 3

Ensure that the Office of Admissions is utilizing the most effective recruitment procedures that will attract the desired quality and quantity of students by establishing faculty and student advisory councils. The purpose will be to initiate a dialogue about recruitment publications, campus tours, open house events, Admissions web site, etc.

Method for Assessing Objective 3 and Criterion for Success: Increased number of applications and enrollment based on comparison with previous years.