

## Office of Admissions

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*Intended Objectives for your unit, Methods for Assessment, and Criteria for Success for each Intended Objective*

### **Intended Objective 1**

Increase the number of applications from students who meet the Freshmen with Distinction criteria (3.3 GPA and 1180 SAT). The intended objective is to improve the academic quality of the freshman class.

**Method for Assessing Objective 1 and Criterion for Success:** Year to year comparison of the number of Freshmen with Distinction (FD) will be made. An increase in applications of five percent who meet the standards for FD would be the criterion for success.

### **Intended Objective 2**

Improve the timeliness of service provided to applicants to the University. The intended objective is to evaluate applications and provide notification of admissions status in less time than in previous years. The objective is to process applications in four weeks.

**Method for Assessing Objective 2 and Criterion for Success:** To review processing time, weekly audit reports will be run.

### **Intended Objective 3**

Increase the usage of electronic communication with students such as electronic postcards inviting students to information sessions, notification of missing credentials, etc. The intended objective is to provide increased communication with students in a more personalized manner.

**Method for Assessing Objective 3 and Criterion for Success:** A comparison of actual electronic communications and the monthly schedule contained in the admissions recruitment plan will be made. Maintaining the schedule of electronic communication will be the measure of success.

### **Intended Objective 4**

Improve the look, quality of presentations and customer service of University tour guides. The intended objective is to improve visitors' first impressions of the University.

**Method for Assessing Objective 4 and Criterion for Success:** A comparison of customer satisfaction comments retrieved from comment cards will be made. Increased numbers of positive comments will be an indicator of success.