Assessment: Administrative Unit Four Column

C - administrative - VPEMSS Office

Mission Statement: The mission of the department of Enrollment Management and Student Services is to support student development by providing learner-centered programs and services that fulfill the diverse educational, recreational, social, and cultural needs of student population and the college's community.

Administrative Unit Outcomes	Assessment Strategies	Results	Improvements
2023-2024 VPEMSS Outcome 3- Student Engagement and Development - Expand on- and off-campus co- and extra-curricular activities for students. **AUO Assessment Cycle:** 2023 - 2024 **Start Date:** 10/02/2023 **Inactive Date:** 09/30/2024	**Descriptive Statistics -** Collaborate with student leaders and advisors to oversee the successful launch and management of on- and off-campus co- and extra-curricular activities for student. Conduct a survey to identify student interests and preferences for co- and extra-curricular activities. **Target:** Achieve a minimum participation rate of 30% of the student body.		
2023-2024 VPEMSS Outcome 1- Enrollment Management - Achieve a 5% increase in student enrollment before the start of the upcoming academic year (AY 2022-2023 vs AY 2023-2024) **AUO Assessment Cycle:** 2023 - 2024 **Start Date:** 10/02/2023 **Inactive Date:** 09/30/2024	**Descriptive Statistics -** Enhance enrollment marketing strategy: Develop and execute targeted marketing campaigns aimed at prospective students residing within the FSM and adjacent regions. Emphasize the unique programs and advantages offered by the college. **Target:** chieve 5% increase in student enrollment **Descriptive Statistics -** Diversify Recruitment Channels: Explore new recruitment channels such as social		

media platforms, webinars, and virtual campus tours to reach a wider audience. Target specific demographics or student segments based on program offerings.
Target: ncrease applications from underrepresented groups by 3%

Descriptive Statistics - Streamline the admission to matriculation process: Conduct a comprehensive review of the college's admission to matriculation process. Refine forms for user-friendliness and introduce online submission options. Automate administrative tasks to expedite processing. Establish clear communication channels to guide applicants through the process.
Target: Reduce the time from application submission to enrollment confirmation by 20%.

Descriptive Statistics - Foster community engagement: Cultivate strong community partnerships. Engage in joint activities, such as organizing career fairs, conducting workshops, and participating in community events. Incentivize referrals from community partners.
Target: Secure partnerships with at least four key organizations

Descriptive Statistics - Feedback and Continuous Improvement: Collect feedback from enrolled students and applicants to identify areas for improvement in the enrollment process and overall experience. Implement changes based on feedback to continually refine strategies.

Administrative Unit Outcomes	Assessment Strategies	Results	Improvements
	Target: Achieve a 10% increase in student satisfaction with the enrollment process.		
2023-2024 VPEMSS Outcome 2-Student Achievement - Achieve or surpass the college's Institutional Set Standards (ISS) for: (a) percent of total students enrolled full-time; (b) average student semester credit earned; (c) persistence rate for fall to spring term; (d) course completion rates; (e) graduation rates at 100%, 150%, and 200%. **AUO Assessment Cycle:** 2023 - 2024 **Start Date:** 10/02/2023 **Inactive Date:** 09/30/2024	**Descriptive Statistics -** Incentivize full-time enrollment: Implement a tiered discount system where students who enroll full-time receive tuition discounts or financial incentives based on the number of credit hours they take, e.g., offer a 5% tuition discount to students who enroll in 12-14 credit hours (the minimum for full-time status); provide a 10% tuition discount to students who enroll in 15-17 credit hours; offer a 15% tuition discount to students who enroll in 18 or more credit hours. **Target:** Increase the percentage of students enrolled full-time by 5% within the next academic year. **Notes:** During the academic year spanning 2021-2022, a total of 69.5% of students were registered as full-time enrollees, which was slightly lower than the Institutional Student Standard (ISS) by a mere 0.05%. **Descriptive Statistics -** Enhance academic advising: Establish a collaborative academic advising approach by fostering a close partnership between academic advisors and student support services staff. **Target:** Achieve a 5% increase in full-time enrollment by implementing improved academic advising within the next two semesters		

Administrative Unit Outcomes	Assessment Strategies	Results	Improvements
	Descriptive Statistics - Flexible course scheduling: Implement flexible course scheduling options that involve close collaboration between instructional affairs and enrollment management. This approach shall entail the following key components: identification of student needs, customized scheduling solutions, streamlined registration, accessibility and support, and others. **Target:** Raise the average student semester credit earned by 2 over the next two academic years. **Notes:** In the 2021-2022 academic year, the average credit load per student was 8.3, which falls short of the Institutional Student Standard (ISS) by 0.7.		
	Descriptive Statistics - Persistence from fall to spring: Implement an early alert system to identify at-risk students and provide timely interventions and supports, registration, accessibility, and others. **Target:** Achieve a 2% improvement in persistence rates from fall to spring terms within one academic year. **Notes:** For the academic year 2021-2022, the fall-to-spring persistence rate stood at 87.8%, surpassing the Institutional Student Standard (ISS) by a margin of 0.08%.		
	Descriptive Statistics - Classroom-embedded tutoring and faculty collaboration: Enhance course completion rates by implementing		

	classroom-embedded tutoring services and fostering collaboration between faculty and tutoring support. **Target:** Improve course completion rates by 7% in the next academic year. **Notes:** In the academic year 2021-2022, the course completion rate was 63.4%, which lagged behind the Institutional Student Standard (ISS) by 6.6%. **Descriptive Statistics -** Clear academic pathways: Develop and promote clear academic pathways and degree plans to help students graduate on time. This includes academic mapping, early academic planning, program progress tracking, and others. **Target:** Raise graduation rates at 100%, 150%, and 200% benchmarks by 2% each within the next academic year. **Notes:** During the 2021-2022 academic year, the college exceeded the Institutional Student Standard (ISS) graduate rates by 7.8%, 7.1%, and 6.5% for the 100%, 150%, and 200% benchmarks, respectively.		