**Mission Statement:** The primary purpose of the Office of Admissions at SUNY Potsdam is to provide access for higher education to students in our region and the world beyond. The office serves as a liaison between the Institution and the college bound population. Admissions staff members represent the institution at a variety of college/career day programs and other activities. They are primary representatives for the institution regarding enrollment and as representatives are expected to be knowledgeable about all aspects of SUNY Potsdam and the SUNY System.

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<th>Goals</th>
<th>Desired Outcomes/Objectives</th>
<th>Assessment Methods and Targets</th>
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| 1. Provide accurate and useful information to prospective students and families. | • Admissions Counselors will respond to all students via phone, email, social media and/or personal contact to explain each step of the admissions process  
• Admissions Counselors will meet with prospective students and families while visiting campus  
• Admissions Counselors will visit high schools, community colleges, CBOs, and attend college fairs  
• Offer Open House programs on and off campus  
• Participate in SUNY events  
• Work with SUNY on recruitment specific events | • Call for action provided on each communication piece  
• Admissions Counselors phone, note cards, email and campus visit logs as well as travel schedule  
• Survey results and attendance reports |
| 2. Guide prospective students through their college search and admissions process | • Admissions Counselors will qualify students and their interest level in the institution  
• Assess the fit between SUNY Potsdam and the student | • Applications through SUNY or Common Application |
| 3. Maintain a strong applicant pool to meet enrollment goals in accordance with the institution’s undergraduate admission standards | • Conduct student search through Hobsons, Cappex, and Chegg  
• Cultivate inquiries through high school/college visits, college fairs, CBOs  
• Review the communication plan the Office of Admissions has in place yearly | • Weekly report/downloads with new leads  
• Inquiry reports from Admissions Counselors On The Road (OTR)  
• Scans from large SUNY/National fairs |
| --- | --- | --- |
| 4. Admit applicants in accordance with the institution’s Admissions requirements | • Admissions Counselors will review applications and all documents in a timely manner  
• Admissions Counselors will meet with the Director or Assistant Director (in Director’s absence) regularly about application review, potential special admit applications and possible GTP/Denial applications  
• All borderline applications will go to the Director or Assistant Director (in Director’s absence) for 1 of 3 decisions: regular admission, committee review, or GTP/Deny  
• The Admissions Committee will make decisions on borderline students sent to them as to accept regularly or accept into the Bridges Program. | • Undergraduate Admissions Standards which are approved by SUNY Potsdam Faculty Senate  
• Territory Management reports with Funnel data for each region  
• Admissions numbers update on the SUNY Potsdam website weekly |
| 5. Enroll admitted students and assist in their transition to the Institution | • Admissions Counselors will connect with accepted students through phone calls, note cards, email, social media and personal meetings about scholarships (if eligible), financial aid, college search, campus events (on/off)  
• Admissions Counselors will provide information about Orientation and next steps to becoming a SUNY Potsdam student | • Phone, email, note report  
• Attended orientation reports |