

SUNY Potsdam

Administrative Unit Assessment Report and Improvements

Administrative Unit: Undergraduate Admissions Office

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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.

Goals	Desired Outcomes/Objectives	Assessment Methods and Targets	Results	Planned Improvements Based on Assessment Results
1. Provide accurate and useful information to prospective students and families.	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Student moves to next step in admissions process • Student interest is rated in BANNER in the SRARECR screen • Volume of campus visits increases 	<ul style="list-style-type: none"> • Counselors more proactive in logging full comments and then utilizing later on • More follow up with those that have attended campus events

<p>2. Guide prospective students through their college search and admissions process</p>	<ul style="list-style-type: none"> • Admissions Counselors will qualify students and their interest level in the institution • Asses the fit between SUNY Potsdam and the student 	<ul style="list-style-type: none"> • Applications through SUNY or Common Application 	<ul style="list-style-type: none"> • We had 5,457 Freshman and 713 Transfer students apply. • No breakdown of SUNY vs Common Application because all of our applications go to the SUNY Processing Center in Albany first 	<ul style="list-style-type: none"> • Counselors will do a better job at rating all of their students • More follow up with students throughout the process
<p>3. Maintain a strong applicant pool to meet enrollment goals in accordance with the institutions undergraduate admission standards</p>	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Weekly report/downloads with new leads • Inquiry reports from Admissions Counselors On The Road (OTR) • Scans from large SUNY/National fairs 	<ul style="list-style-type: none"> • For 201609 we had 17,813 Freshman and 1146 Transfer students inquire • This was a 17% increase from 201509 	<ul style="list-style-type: none"> • Utilize info from Hobsons, Cappex & Chegg better • More contact of inquiry pool
<p>4. Admit applicants in accord with the institution's Admissions requirements</p>	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Please see appendix 1 • Please see Admissions Standards for Committee review • Appendix 2-TM report 	<ul style="list-style-type: none"> • Continue to admit students based on standards • Utilize info that TM report tells counselors

	<p>3 decisions: regular admission, committee review, or GTP/Deny</p> <ul style="list-style-type: none"> The Admissions Committee will make decisions on borderline students sent to them as to accept regularly or accept into the Bridges Program. 			
5. Enroll admitted students and assist in their transition to the Institution	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Phone, email, note report Attended orientation reports 	<ul style="list-style-type: none"> Please see appendix 3 EMMA email example (appendix 4a & b) 	<ul style="list-style-type: none"> Continue with phone calls & emails throughout the summer

Appendix 1

FRESHMAN

Accepted (all)	Bridges Accepted	EOP Accepted	Guaranteed Transfer Program (GTP)	Denied
3915	400	86	705	160

TRANSFER

Accepted (all)	EOP Accepted	Denied
493	20	32

The Crane School of Music (academic acceptance-does not include audition pass or fail)

Freshman accepts	561
Transfer accepts	34

School of Arts & Sciences

Freshman accepts	2698
Transfer accepts	311

*School of
Education*

Freshman accepts	656
Transfer accepts	148

Territory Management Report

Date: 5.14.15

Region: 1 Goal: 270/245

REGION 1

5/14/2015

Funnel Stage	2013 YTD	2014 YTD	2015 YTD	2015 Goal	% of Goal	# to Goal	2013 Final	2014 Final	EOY Diff '13	EOY Diff '14	EOY Diff Avg
Total Inquiries	2910	2742	2264	2934	77%	670	3023	2790	113	48	81
Total Applications	807	807	670	840	80%	170	842	835	35	28	32
Total Acceptances	637	643	559	662	84%	103	665	673	28	30	29
Total Deposits	256	237	225	270	83%	45	303	280	47	43	45
Active Deposits/Enrolled	254	234	220	245	90%	25	276	254	22	20	21
Conversion Rate (Inq- App)%	27.7%	29.4%	29.6%	28.6%			27.9%	29.9%	31.0%	58.3%	39.1%
Acceptance Rate(App- Acc)%	78.9%	79.7%	83.4%	78.8%			79.0%	80.6%	80.0%	107.1%	92.1%
Yield (Acc to Deposit) %	40.2%	36.9%	40.3%	40.8%			45.6%	41.6%	167.9%	143.3%	155.2%
Yield (Acc to Enroll) %	39.9%	36.4%	39.4%	37.0%			41.5%	37.7%	78.6%	66.7%	72.4%

Factors/Assumptions & Observations/Recommendations:

Really started weeding out the pool (accepts & incompletes)

Late accepts are going to be golden

As of Tuesday, I have 183 accepts left in the pool.

Final Prediction (Deposits – Historical Melt):

2013: 27 2 yr. avg: 27 2015: 253 (again) Gut: 245

2014: 26

Accepts/Deposits by Selectivity Group**Current Accepts by Prospect**

Group 1: 23 16

Hot: 23

Group 2:	17	17	Medium: 38
Group 3:	25	12	Low: 18
Group 4:	7	7	Not rated: 139
Group 5:	0	0	Denied: 2
Group 6:	138	157	
Group 7:	8	11	

Counties/States of Concern (recommendations): Clinton, Fulton, Hamilton, **Jefferson**, Lewis, Madison, Montgomery, Oneida, Oswego, Saratoga (up 1 deposit from last year), Washington, New Hampshire.

County	Apps 15	Acc 15	Dep 15	Apps 14	Acc 14	Dep 14	Apps 13	Acc 13	Dep 13
St. Lawrence	180	137	69/68	213	149	74	193	145	84
Jefferson	30	28	13	56	46	21/20	72	57	21
Franklin	67	50	27/25	68	43	17	78	52	22
Saratoga	81	75	27/26	104	92	25/23	108	94	32

Counties/States of Growth (recommendations): Essex (but down 2 deposit2 from 12), **Franklin**, Warren (up in deposits), Vermont.

Purgatory: *Herkimer:* down in apps and accepts but up in deposits, *Lewis:* still up a deposit, but apps & accepts down (see above). **Saratoga, St. Lawrence** (see above).

Status of Current Applications

Incomplete: 51 (33)
 Pre Comm: 4 (6)
 Committee: 9
 Incomplete for EOP: 0

High Schools:

Growth: Crown Point, Minerva, Schroon Lake Central, Brushton-Moira, Franklin Academy, SRF, Saranac Lake, Tupper Lake, Herkimer Sr. HS, New Hartford, South Jeff, General Brown, Sackets Harbor, Lowville, Cazenovia, RFA (same deposits as last year but down 2 from 2013), Birdlebough, Sandy Creek, Corinth, Mechanicville, Saratoga Springs (up in deposits from last year, down from 2013), Massena, OFA, Glens Falls, Warrensburg.

Decline: Beekmantown, Plattsburgh, Salmon River, Carthage, Thousands Island, Watertown, Harrisville, Paul V Moore, Mexico Academy, Ballston Spa, Shen, Potsdam.

Other: Canton even in deposits from last year

Since last TM meeting:

- Called all students that clicked on video but did not deposit
- Personal note to all HPs not spoke to
- Called all HPs
- Emailed & Called all pre-comm incomplete students
- Emailed all LP & MP students
- Sent newsletter (Kaitlyn or Chase) with a note to all accepts April 1 to present, continuously do this every few days
 - 3 w/d, 1 deposit, 2 coming but not deposit yet
- Called all April 1 to now accepts with no rating
- Called all deposit extensions
- Emailed all incompletes
- Sent HPs personal note with article
- Called all incompletes
- Emailed all deposits
 - Deposit, no orientation (85)
 - Deposit, signed up for orientation (137)...8 people signed up since email (as of this morning, 5/20)!
- Called all students I met with at spring HS visits not deposited (12)
 - 3 w/d
- Called all students Phil met with at spring visits not deposited (7)
 - 3 w/d
- Continuously call new accepts (after a few days) to congratulate them

Daily tasks: apps, phone calls, interviews

Other: Northern Zone Annual Dinner, MCW rooms for next year, 2015 Roadshow

Appendix 3

FRESHMAN

Deposits (all)	Active Deposits (all)	Bridges Deposits	EOP Deposits
912	790	81	48

TRANSFER

Deposits (all)	Active Deposits (all)	EOP Deposits
267	223	10

The Crane School of Music

Freshman deposits	105	Active deposits	93
Transfer deposits	16	Active deposits	12
Wait listed students			19

School of Arts & Sciences

Freshman deposits	588	Active deposits	522
Transfer deposits	169	Active deposits	143

School of Education

Freshman deposits	179	Active deposits	159
Transfer deposits	82	Active deposits	67

Appendix 4 a & b, please see attached PDF in email labeled "appendix 4 a & b"

Appendix 4a

Are you ready?

"Thomas W. Nesbitt, Director of Admissions, SUNY Potsdam "
<admissions@potsteam.edu>
Tom all Accept 5.27 (2,001 contacts)
Sent to 2,008 recipients on May 27, 2016 1:43 pm



8.3 this
mailing
100 community
avg

Opens

34%

680 opens

Clicks

13%

91 unique clicks

Delivery

100%

2,008 delivered 0% of recipients

0 bounced

Opt-outs

6

Shares

0

OPENS BY DEVICE

37.6% Desktop

62.4% Mobile

OPENS BY CLIENT

0.1% AOL

2.9% AppleMail

28.2% Gmail

0.3% Outlook

0.9% Outlook.com

1.0% Yahoo! Mail

66.7% Unknown

CLICK ANALYSIS

BICENTENNIAL
1816-2016
Potsdam
THE SUNY POTSDAM STATE COLLEGE

Dear [Name] (name default=" "):

Are you ready to get what is so special about SUNY Potsdam? Are you ready to be a part of our Bicentennial year? Are you ready to take advantage of our focus on applied learning, study abroad, internships, service learning and research? Are you ready to experience first hand the power of our 17% guaranteed rate which means a job in your chosen field of study or apprenticeship at graduation school within six months of graduation?

If this sounds like what you are looking for, click the support now button below and let's get started on the next step of your academic career!

Support now

If you still have some lingering questions about campus or financial aid or location or anything for that matter, click the button below and let us know the best way to contact you and we will do our best to answer every question you have so that you can make an informed choice.

Have questions

If you have made other plans, let us know by clicking the button below and we will advise you and stop trying to reach out to you when you are in the process. All we ask is to know that you are not interested and where you are going and that you are well and are here if you need us in the future.

Not interested

Are you ready?

Thomas W. Nesbitt
Director of Admissions
SUNY Potsdam

admissions@potsteam.edu | 315-337-0200

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Dear :

Are you ready to see what is so special about SUNY Potsdam? Are you ready to be a part of our Bicentennial year? Are you ready to take advantage of our focus on applied learning, study abroad, internships, service learning and research? Are you ready to experience first hand the power of our 97% placement rate which means a job in your chosen field of study or attendance at graduate school within six months of graduation?

If this sounds like what you are looking for, click the deposit now button below and let's get started on the next step of your academic career!

[Deposit now!](#)

If you still have some lingering questions about campus or financial aid or location or anything for that matter, click the button below and let us know the best way to connect with you and we will do our best to answer every question you have so that you can make an informed choice.

[I have questions](#)

If you have made other plans, let us know by clicking the button below and we will withdraw you and stop trying to reach out to see where you are in the process. All we ask is to know that you are not interested and where you are going and then we wish you well and are here if you need us in the future.

[I have made other plans](#)

Are you ready?

Thomas W. Nesbitt
Director of Admissions
SUNY Potsdam

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