Administrative Unit: Undergraduate Admissions Office

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Mission Statement: The SUNY Potsdam Office of Undergraduate Admissions leads and supports the college in meeting its enrollment targets. We recruit, admit and enroll undergraduate students who are a fit academically, show solid leadership and service skills, have a healthy respect for variety in the human experience and are diverse on many levels.

Our goal is to provide competent, respectful and efficient service to educate prospective students and families as they navigate the college selection process leading to continued student success and high completion rates once enrolled at SUNY Potsdam.

Goals	Desired Outcomes/Objectives	Assessment Methods and Targets/Measures
1.Provide accurate, timely and useful information to prospective students and families	A. Collaborate with College Communications to produce and deliver high quality marketing materials B. Collaborate with College Communications to continue building SLATE communication plans and modify existing plans, as needed C. Identify essential physical mailings needed to supplement other forms of outreach D. Collaborate with campus stakeholders to ensure accurate and timely website information	A. Marketing materials, both print and electronic, must be ready in advance of the start of each year's recruitment cycle (early September) B. 2019-2020 was the first year using the SLATE CRM. Many effective communication plans were implemented. Continue to refine existing communication plans and develop more. Need consistent reminders about prospective student connection options, especially virtual since it extends our reach. C. Implement automated physical mailings for new applicants, accepted student packets, and others as needed. D. Admissions leadership needs to work closely with Enrollment Technology Coordinator and

		web updates manager to ensure web presence has clear, concise information explaining Admissions processes, campus visit information, etc.
2.Guide prospective students through their college search and admissions process	A. Build inquiry pool via various measures including college search name buys, electronic inquiry form, event registration procedures, campus visits B. 100% professional staff proficiency on knowledge of college offerings (academic, extracurricular, co-curricular) C. 100% staff proficiency with all technology utilized in office processes	A. Data gathering is essential to building a prospect/inquiry pool. College search name buys complement recruitment funnel building to create "prospects". Any registration for a Potsdam event, virtual meeting, submission of a web inquiry form, etc adds solid "inquiries" into the pool. Lack of in-person connections during normal fall travel makes it increasingly important to capture data electronically. B. New hires are thoroughly trained on all aspects of the SUNY Potsdam student experience. Additional department refreshers are done each fall. C. All staff are trained and need to demonstrate 100% proficiency with all office technology, as determined by senior staff leadership,.
3.Build and maintain a strong and diverse applicant pool to meet enrollment goals in accordance with the institutions undergraduate admission standards	A. Maximize prospective student engagement opportunities B. Clearly articulate and publicize admission application requirements, timeline, and scholarship opportunities C. Expand outreach by utilizing virtual technology D. Build relationships with students by doing consistent phone calling, email, and text campaigns E. Engage faculty and staff outside Admissions in recruitment and enrollment process F. Maximize high school and college partnership opportunities G. Adhere to guiding principles of Strategic Enrollment Management Plan	A1. Track participation in virtual and in-person college sponsored events, individual meetings, etc. SLATE reporting tracks this participation. A2. Keep refining and doing those recruitment activities that work, continue creating new connection options, and move away from things that aren't deemed effective. B1. Collaborate with campus stakeholders to ensure web presence is completely updated at all times. B2. Collaborate with College Communications to edit and approve hard copy and electronic communication pieces in advance of new recruitment cycle (early September). C. Chat with a Counselor; Potsdam Spotlight Sessions; On-demand Open Houses; Admissions Information Sessions; Multi-Cultural Weekend; High School Visits; College Fairs; Community College Visits. Each of these can all be done

		virtually now. Continue improving and creating new connection opportunities. D. Continue working with appropriate campus stakeholders to improve SLATE reporting functionality with regard to tracking various forms of outreach. E. Involve faculty and staff in on campus and virtual recruitment opportunities and solicit feedback for new ways to involve people. Potsdam Spotlights, Open House events, etc. F1. Admissions works closely with high school guidance counselors and college transfer counselors. Strengthen existing relationships and cultivate new ones to ensure they are spreading the word about SUNY Potsdam. F2. Continue working with faculty to create additional 2+2 agreements with community colleges and update existing agreements. TAB (Transfer Advisory Board) formed to facilitate this process. G. The campus Strategic Enrollment Management Plan is currently under construction. Key stakeholders from across campus are developing the S.E.M. Plan.
4.Admit applicants in accord with the institution's admissions requirements	A. Maximize SLATE's capabilities to expedite application requirements completion and subsequent staff review B. Work closely with Admissions Committee to make timely decisions and hit Bridges target C. Responsibly admit students based on Undergraduate Admissions Standards approved by SUNY Potsdam Faculty Senate	A. The SLATE CRM was built and implemented during the 2019-2020 cycle. We can build off of successes in year one and continue building and modifying communication plans as needed moving forward. B. Bridges Program outcome numbers have not been coming close to target number, which in turn affects overall new student numbers. Revamping the messaging behind the Bridges Program, expediting the selection process, and removing any unnecessary barriers is essential to increasing the size of this cohort. C. The Admissions Office takes this responsibility seriously and does a thorough review of each applicant.

| 5.Enroll admitted students and assist with their transition to the institution | A. Supplement Financial Aid/One Stop efforts by explaining contents of financial aid offer
B. Offer a wide variety of yield connection opportunities to help students and families make informed decisions
C. 100% professional staff proficiency with new student onboarding process | A. Financial Aid adds new student financial aid offers to students' SLATE records (as of 2019-2020). Admissions staff have been trained to do targeted financial aid offer outreach calls. Students and families expressed appreciation of this effort.
B. Admissions will offer in person yield events as soon as possible. Individual campus visits have resumed. We will continue to increase virtual connection opportunities. Track events and participation through SLATE reporting.
C. Admissions collaborates with SSC staff to implement new student onboarding process. The Admissions staff is fully trained on all components of the onboarding process and have regular discussions about how to assist students with this process. |