

**SUNY Potsdam
Administrative Unit
Assessment Summary Form**

Administrative Unit: Undergraduate Admissions Office

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Assessment Year: 2021-2022

PURPOSE

This annual assessment summary form provides the opportunity for units to follow-up on their previous assessment work and reports and to highlight actions taken to improve processes and/or efficiencies in functioning that lead to outcomes that benefits students, staff, or the college. These could be process changes or improvements in efficiency, skill level of staff, opportunities for the college, or other aspects over which the unit has a certain amount of control.

SECTION 1: PRIOR YEAR ASSESSMENT PLAN FOLLOW-UP

A key component of the continuous improvement assessment process is following up on [prior year assessment plans and reports](#). Review your prior year plan and report and select one of the desired goals and outcomes to comment on any changes or improvements resulting from actions taken.

Prior Year Assessment Plan – Desired Goal and Outcome(s)

Copy/Paste or enter the goals and outcomes from your prior plan that you wish to highlight and summarize. Also list any relevant results data and planned actions that may have been previously listed.

Goal: 5. Enroll admitted students and assist with their transition to the institution

Desired Outcomes/Objectives:

- 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

Based on the outcomes, collected data/results, and planned actions, please describe what specific actions were taken and the resulting impact, if any.

- A. Admissions staff are cross trained by the Director of Financial Aid. For some new staff, this was their first financial aid training. All counseling staff are proficient in explaining the components of individual student's financial aid packages. We completed financial aid package phone calling campaigns as well as virtual and/or in-person meetings, as applicable. Admissions also collaborated with Financial Aid/One Stop to offer virtual Financial Aid chats. Feedback from students and family members were very positive. Additionally, we eliminated the merit scholarship application and collaborated with multiple areas (CTS, Financial Aid, and more) to build an automated scholarship awarding process. If we can get approval to offer more cash scholarships in place of DIFR based housing scholarships, it is probable the college would see increased yield from acceptance to enrolled.
- B. Admissions totally rebuilt spring semester Decision Day Open House yield events. We turned them into Accepted Student Days. Admissions collaborated with the three school Deans, as well as faculty from across campus, to build these events. After two years of not being able to offer in person yield events, Accepted Student Day numbers were: 92 students, 235 total people (March 26, 2022) and 134 students, 341 total people (April 23, 2022). We also brought back MCW, Multi-Cultural Weekend, April 7-9, 2022. 33 students attended MCW with 19 of the students enrolling. Admissions also worked with the EOP Office to get SUNY Opportunity Programs money to fund an EOP Bus trip, April 22-24, 2022. 8 students attended the EOP bus trip; 4 students enrolled; 1 student has reapplied for fall 2023. The Admissions Office also conducted 15 Instant Admit days at local high schools, where 80 students had individual transcript review meetings with either the Associate Director or Director of Admissions. 36 Instant Admit students enrolled, which is close to 50%. The total accept rate for fall 2022 first-time college students was 17%.
- C. Admissions worked with Bethany Vanderwoude, Student Success Center, to support the new student onboarding process. Office leadership trained the entire Admissions staff on all components of the onboarding process. The Student Success Center uploaded the new student intake report (to Microsoft Teams) regularly, so their onboarding mentors, as well as our staff, and academic advisors, could have on demand access to updated information. The Admissions staff offered 6 virtual Next Step Tutorial programs where 126 students attended and were able to complete their checklist items with help from staff. This allowed our staff to effectively manage recruitment territories throughout the summer onboarding process. As a result of excellent cross-campus collaboration, the summer melt was 11.9% in fall 2022 versus 16.3% in fall 2021.

SECTION 2: ADDITIONAL ASSESSMENT HIGHLIGHTS (optional)

Assessment activity can take place that is not directly tied to previously submitted plans and reports. Please use this space to share any assessment success stories from this past year. What did you assess and how? What were the results? What did you learn from it and do as a result?

As a bit of a recap, the number of students enrolled from Multicultural Weekend is a success story. After doing two years of virtual MCW events, being allowed to get the students on campus again was very significant and productive. Instant Admit Days were successful, going to all schools in St. Lawrence County and some in Franklin County, making connections with students and Guidance Counselors in the local area. As a team, we did a lot of reflection and a historical assessment of our events... what we were doing and what could be done better/differently. This reflection, assessment, and planning involved

stakeholders from across campus. We designed more interactive, hands-on events centered around providing increased service to and engagement with prospective students and their families. Adding Instant Admit Days, totally changing spring Open Houses to Accepted Student Days, adding Saturday Visits throughout the year, adding virtual Next Steps Tutorials and eight in-person Summer Visit Day sessions all created momentum. Event attendance is a form of assessment in itself... Additionally, the evaluations we received from guests were positive, and feedback from across campus was also positive.