

Enrollment Management and Services

2006-2007 Annual Report

(Undergraduate Admissions, Registration and Records, Scholarships and Financial Aid)

The Division of Enrollment Management and Services (EMAS) continues to promote access to higher education and the success of students enrolled at NC State University. Collaboration with other units on campus and with external constituencies is a continuing priority. These collaborations enhance our efficiency and effectiveness, and promote the visibility and understanding of NC State among prospective students, their parents, and school officials.

During the 2006/2007 academic year, EMAS enrolled and funded the first cohort of students through the new Pack Promise program. The Office of Scholarships and Financial Aid packaged students' aid packages to take full advantage of this program and developed programming to help these students transition to college-life. The department has now added staff to coordinate the activities necessary to ensure the academic success of these students, and is taking the first steps toward assessing the program. In addition, the department successfully packaged two new federal aid programs into our financial aid awards this year. These programs were the Academic Competitiveness Grant (ACG) and the National Science and Mathematics Access to Retain Talent Grant (SMART). NC State was among the first schools to successfully award money from these programs, which resulted in less debt for qualified students.

During the past year the division has made difficult choices and diverted resources toward its highest priorities. Investment in the quality of our publications and communications is positively impacting the number of applications being received and overall yields of students accepted to NC State University. We continue to build upon our partnership with the Office of Public Affairs, which is creating efficiencies and promoting a consolidated brand image for the university. We continue our efforts of community outreach. We visited high schools around the state to present our high school teaching award, now in its second year. We continued our partnership with Wake County Public Schools to encourage the academic aspirations of low-income students. And, we have initiated conversations with Wake Technical Community College to develop programs that will facilitate the transfer of more students from the North Carolina Community College System. In the past year we have intensified our recruitment of under-represented, out-of-state, and international students. Strategic investment of our limited resources and collaboration other units on campus have laid the groundwork for data-driven decision and marketing strategies. These strategies will ensure that NC State attracts the finest students and that they graduate in a timely manner with the least amount of debt possible.