

Division of Enrollment Management and Services
Annual Report
June 12, 2009

The Division of Enrollment Management and Services (EMAS) is dedicated to the recruitment, retention, and graduation of NC State students; assuring access and affordability for qualified students regardless of their family's socioeconomic status. Accomplishing these tasks involved the review of over 20,000 admissions applications, the disbursement of over \$239 million of financial aid, the scheduling of over 19,000 course sections, and the enrollment of over 32,000 students. EMAS is core to the university's mission. EMAS serves as data steward for key administrative systems; provides essential student and faculty services; and, ensures compliance and adherence to university policies, state and federal regulations, and other internal and external requirements. The previous year has presented many budget challenges, which are likely to persist for the foreseeable future. The division continued its record of efficiency and effectiveness, and made significant advances over the past year, despite being significantly under-resourced compared to peer institutions. As NC State continues to expand its presence statewide, nationally, and internationally the division will play a fundamental role in developing a high-achieving student body, powerful university brand, contemporary technology, and essential partnerships.

The effectiveness of the division's recruitment efforts is clearly reflected in the freshman applications. North Carolinians send more applications to NC State University than any other UNC system school. Since 2005, freshman applications have increased by 33 percent, with applications from under-represented populations increasing even more. African-American and Hispanic applications have increased by 58 percent and 131 percent, respectively. Out-of-state applications have increased by 47 percent, while international applications have increased by 135 percent. Enrollment targets have been met. The NC State freshman class is the largest in North Carolina and academic quality metrics are increasing with average GPA and SAT continuing to rise. Once accepted, Undergraduate Admissions maintains a relationship with these students through accepted student visitation events. African American, Latino, and Native American visitation days are designed to inform admitted students and their families about the academic and support resources available at NC State. Additionally, in cooperation with the Joyner Visitor Center, Undergraduate Admissions created a pilot program

for admitted out-of-state students. The sessions included information from Scholarships and Financial Aid, University Housing, and New Student Orientation. Similar programming was created for high school counselors.

Over the past year, EMAS has made several strategic communication changes to enhance the efficacy of its recruitment activities and enhance the NC State brand. New websites for Undergraduate Admissions, Scholarships and Financial Aid, and Pre-College Programs were released this year. Undergraduate Admissions joined the Web 2.0 phenomenon by adding student-written blogs to its new website and creating a Facebook group for newly admitted students. Both the blog and the group gave the department a new medium to provide more information about deadlines and campus events/activities, address rumors, and give relevant updates to students regarding the admission process. The Joyner Visitor Center (JVC) deployed bus tours of Centennial Campus and restructured and energized the campus tours as well as the university ambassadors program. Over the past year, the JVC hosted more than 17,000 visitors. The division partnered with NC State's Creative Services to enhance this visitation experience by creating a new, vibrant video used to introduce prospective students and their families to NC State. In addition, resources were realigned to create a Coordinator of Communication position for the division. This position will focus on creating consistent messaging for the division and will work across the unit and the university to improve the effectiveness of our communications.

EMAS demonstrated its commitment to providing quality customer service and efficient processes for students, faculty, and staff through implementation of the university's new student information system (SIS). After several years of planning, preparation, and testing, the upgraded system went live with a 3-phased rollout. Over 100 training sessions were offered to faculty, staff, and students to prepare the university community for the transition. This implementation put the university in a position, moving forward, to realize many efficiency gains and business process improvements. The success of the implementation was heavily dependent upon the intense collaboration of Registration and Records with the Office of Information Technology. Inter-departmental teams worked cohesively to execute, arguably, one of the most successful PeopleSoft implementations in the nation. Similarly, Scholarships and Financial Aid implemented "Net Partner," which

delivered the ability for students to interactively manage their financial aid awards. The improved ease of service is essential to Scholarship and Financial Aid's implementation of Federal Direct Loans. When paired with Federal Family Education Loans, Direct Lending gives students and parents a comprehensive choice of borrowing options.

The division continues to form relationships with entities external to the university - supporting NC State's reputation as a leader in the state. These strategic partnerships enhance university brand, promote diversity, and promote student success. The division spearheaded a partnership with Wake Technical Community College to form the "Partnership for Access to College." This program guarantees admission and facilitates the seamless transfer of community college students to NC State. An alliance with the NC County Extension Agency was formed to promote access to higher education. This relationship takes advantage of the respect and unique position extension faculty have in communities across the state to promote access to an NC State University education. Working with University Advancement, the Center for Student Leadership, Ethics, and Public Service, and the founders of SAS Institute, Jim and Ann Goodnight, the Goodnight Scholarship was formed to fund students with outstanding academic and leadership potential.

While external alliances showcase the division's ability to promote NC State in the community, internal collaborations are essential to building a community at NC State that is receptive and responsive to the university's needs. The division worked with the Administrative Advisory Committee for Summer Sessions to implement an aggressive plan to decentralize and reinvigorate summer school program. For the first time in years, summer sessions has seen a significant growth in enrollments, revenue, and collections. In collaboration with the College of Engineering and the Academic Support Program for Student Athletes, the division facilitated 3 sections of E 298 to assist Engineering students having difficulty transitioning to college life. Students in the course were given the information and tools needed to enhance their academic achievement. The academic coaching model used in E 298 is similar to the method that has proven itself through the division's Pack Promise program. Pack Promise, now in its third year, has shown how an alignment between EMAS and the Division of Undergraduate Academic Programs has been able to substantially change the financial and

academic outlook of low-income students many of which are first generation college goers. The division worked with Student Affairs to create an articulation agreement providing veterans with academic credit for their military training. EMAS participated in the process that enrolled NC State in the new Yellow Ribbon Program for Post-9/11 veterans and is now prepared to administer those benefits. Additionally, EMAS is a key participant in the planning of NC State's early college high school, which is scheduled to enroll students for the 2010 academic year.

EMAS is integral to the recruitment, enrollment, funding, and progression of students toward graduation. The technology that the division has implemented over the past year has set the stage for NC State's positioning as a "Red Means Go" institution. With its partnerships, EMAS exemplifies what it means to be a partner in the education of NC State students as well as a member of the community at-large.