

Enrollment Management and Services (EMAS)
(Admissions, Financial Aid & Scholarships, Registration & Records & Visitors Center)
2008 Strategic Assessment Plan

Mission Statement

The Division of Enrollment Management and Services (EMAS) supports and enhances the total educational experience of NC State students through a commitment to *quality service* that is responsive to the needs of students, faculty, and staff. The Division seeks to *attract and enroll* a highly diverse class of new and transfer undergraduate students with outstanding ability and potential, assuring *access and affordability* for all students who qualify for admission to the university, regardless of family socioeconomic status. The Division also utilizes efficient *classroom and course availability* and monitors the appropriateness of academic regulations to improve *student retention and graduation rates* commensurate with the goals of the University. Further, the Division promotes the overall efficiency and effectiveness of the campus through its *responsiveness and partnerships* with other units.

Vision

EMAS provides a seamless continuum of high quality student services, using appropriate and responsive technology, to promote student success.

Values: Customer Service, Teamwork and Credibility

Performance Standards: Efficient, Accurate, Strategic and Student Friendly

Goal #1— Identify, admit, enroll, retain and graduate a diverse student body.

- Provide appropriate high quality recruitment and visitation events for in-state, out of state and internal prospects to promote strategic enrollment objectives
- Increase applicant pool to ensure we meet the needs of departments, colleges and university objectives.
- Expand diversity enrollment by partnering with internal constituencies to promote seamless enrollment pipeline
- Enhance academic indicators of freshman class consistence with the needs of the university and the State of North Carolina
- Monitor and support academic progress to ensure success and timely graduation

OUTCOMES

- New student and transfer enrollment goals are kept within 5% target
- Enroll, retain and graduate a diverse student body

Outcome Measures:

- Analyze broad diversity measures and trends by college and academic career
- Evaluate enrollment trends with Enrollment Planning committee and colleges
- Monitor trend data of academic predictors (HSGPA, HS class rank, SAT or ACT)
- Compare admissions yield results with financial aid and other demographic data
- Survey the effectiveness of the campus tour to increase yield

Responsible EMAS Offices: ALL EMAS

Goal #2—Assess recruitment and retention strategies to promote student success.

- Offer aid packages to address the low-socioeconomic student populations
- Ensure targets are being met
- Collaborate with appropriate departments and constituencies across campus to expand recruitment and retention initiatives
- Ensure academic policies and procedures are achieving university objectives and promoting student success
- Develop a course and other intervention strategies for students in academic risk
- Integrate academic support services to enhance the persistence of students

OUTCOMES

- Improve four, five, and six-year graduation rates
- Monitor transfer graduation rates by college
- Promote student success through academic matriculation

Outcome Measures:

- Review academic policies and recommend changes/updates in a timely fashion
- Utilize the student surveys to better understand student population and improve services

Responsible EMAS Offices: ALL EMAS

Goal #3—Provide quality customer service and efficient processes to the campus community.

- Implement technology to promote student success
- Cross train EMAS units to ensure smooth delivery of services and continuous process improvement
- Monitor and coordinate with colleges to maximize course offerings and classroom space for students annually
- Enhance user-friendly technology for faculty, staff and students

OUTCOMES

- Campus community are about to use technologies efficiently and effectively
- Campus community is satisfied with customer service
- University administration and faculty indicate improved utilization of classroom space and meets or exceeds UNC-GA standards

Outcome Measures:

- Review data and trends of classroom utilization reports annually
- Collect feedback from campus community regarding the usability of new technologies through focus groups and surveys
- Use survey data from University Planning and Analysis (UPA)

Responsible Offices: ALL EMAS

Goal #4—Assure access and affordability for all students, regardless of socioeconomic status, and award financial aid equitably to assist students, families and NC State's land grant mission.

- Increase awareness of scholarship and aid packages through effective flow of communication
- Ensure best practices when making awards to students
- Increase outreach activities in the community
- Increase the number of Pack Promise awardees
- Integrate financial aid materials into outreach activities conducted annually

- Simplify and clarify aid eligibility standards annually

OUTCOMES

- Students have access to funding
- Students and parents feel NC State is affordable
- Eligible students are awarded financial aid appropriately

Outcome Measures:

- Compare aid packages to enrollment of diverse student populations
- Assess the volume and types aid packages awarded annually

Responsible EMAS Offices: Financial Aid & Admissions

Goal #5—Enhance the visibility of NC State through the utilization of the Joyner Visitor Center, Pack Previews and Campus Visitations.

- Provide the optimal visit for students and their perspective families
- Enhance the experience of visitors to campus
- Strengthen the campus tours for students and perspective families
- Optimize the use of technology

OUTCOME

Prospective students and families feel NC State is a welcoming environment

Outcome Measures:

- Monitor number of visits to the Joyner Visitors Center
- Yield of students admitted
- Review comprehensive marketing plan annually to ensure we are meeting campus objectives
- Review ambassador program manual
- Survey the campus tour and information sessions

Responsible Offices: ALL EMAS

Goal #6—Increase collaborations with external partners to promote the access, equity and educational attainment goals for the University and the State of North Carolina.

- Enhance a seamless process for transfer students
- Support and promote multiple delivery mode of course offerings
- Develop programmatic initiatives with the NC community college system
- Enhance the inter-institutional process
- Develop connections to high schools, CFNC, GEAR UP, College Board, state and national boards

OUTCOME

External partnerships are expanded through a seamless process of community engagement

Outcome Measures:

- Increase number of transfer students
- Increase number of students participating in the inter-institutional process
- Monitor trends to assure summer school offerings are meeting student demands.

Responsible Offices: ALL EMAS