**Administrative Unit**

**Assessment Plan**

**The University of New Mexico**

**A. Unit and Date**

1. Unit (if relevant): *Office of Recruitment, Admissions & Registration (incl. Veteran Services and Dual-Credit)*

2. Department/Division: Student Services – Los Alamos Campus

3. Submission Date: *11/7/16*

**B. Contact Person(s) for the Assessment Plan**

*[Insert each person’s name, title, e-mail address] Add rows to table as needed.*

|  |  |  |
| --- | --- | --- |
| First and Last Name | Title | UNM Email Address |
| 1. Kathryn Vigil
 | Student Enrollment Director | kaguilar@unm.edu |
| 1. Melissa Torres
 | Academic Advisor/Recruitment Specialist | torres23@unm.edu |
| 1. Barbara Cohen
 | Mgr., Enrollment Services | becohen@unm.edu |

**C. Mission Statement(s):**

Student Services Department:

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**D. Unit Goal(s), Outcomes & Assessment Matrix**

*Add rows to table as needed.*

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| --- | --- | --- | --- | --- | --- | --- |
| Broad Goals | Student Learning and/or Administrative Unit Outcomes | UNM Strategic Plan/ UNM LA Strategic Plan | When Assessed\*\* | Assessment Method(s)/Activity, unit, etc. if relevant | Direct/Indirect | \*Criteria to determine success |
| Office of Recruitment: The mission of the Office of Recruitment is to recruit students by outreaching, networking and informing people in the surrounding communities about learning opportunities and resources provided by UNM Los Alamos in order to support students in achieving their academic and professional aspirations. |
| *Goal 1: To recruit students to enroll at UNM Los Alamos* | *AUO 1:1. Visit local schools, and attend community events and career fairs to network, recruit and outreach to prospective students within driving distance ( < 50 miles) of UNM-LA.* | *UNM Goals 2 & 3/* | *Fall, Spring & Summer**Fall, Spring & Summer**Fall, Spring & Summer* | *Formally track visits to schools, events, and career fairs. (i.e., an excel file to include documentation of phone calls, email correspondences, etc.)**Create an annual schedule for visiting local schools, events, and career fairs (i.e., an excel file, etc.)**Maintain and update a database on interested students via information cards that are collected during visits to local schools, community events and/or career fairs, in order to follow up and recruit to UNM Los Alamos(i.e., an excel file of collected information cards)* | *Direct**Direct**Direct* | *Attend at least 65 local school, community events and/or career fairs per year**Provide a master schedule of potential visits per year**Collect at least 100 information cards on interested students per year* |
| *Goal 2: To increase the enrollment of first-time-full time students* | *AUO: 2.1: Facilitate College Days on campus for regional high schools* | *UNM Goals 2 & 3/* | *Fall & Spring**Fall & Spring**Fall & Spring* | *Formally track invites to high schools (i.e., an excel file to include documentation of phone calls, email correspondences, etc.)**Maintain and update a database on prospective students via information cards that are collected during College Days (i.e., an excel file of collected information cards)**Administer the College Days Survey to attendees* | *Direct**Direct**Indirect* | *Send out invitations to at least 12 local high schools per year**Host at least 8 local high schools per year during College Days**100% information cards will be collected from prospective students during College Days**At least 5% of the prospective students in the database will enroll at UNM Los Alamos per year**At least 80% of the respondents will indicate that they found the information we provided helpful* |
| *Goal 3: To develop and implement an effective comprehensive communication plan that focuses on providing personal and prompt responses to inquiries about our programs and campus* | *AUO 3.1: To follow-up and respond to inquiries (via direct mail, phone, email, etc.) from prospective students*  | *UNM Goals 2 & 3/* | *Fall, Spring & Summer**Fall, Spring & Summer**Fall, Spring & Summer* | *Maintain and update a database on prospective students via information cards and other lists of prospective students (i.e., an excel file of collected information cards and lists, list of prospective students who checked email follow-up, etc.)**Provide informational packets to all identified prospective first-time-full time students**Provide ongoing communication to all identified prospective first-time-full time students*  | *Direct**Direct**Direct* | *At least 90% of the prospective students in the database will receive a follow-up email and/or inquiry within a week* *100% the prospective students who checked the email follow-up will receive a packet**100% the prospective students who checked the initial email follow-up will receive at least three other communication* |
| Office of Admissions and Registration: The mission of the Office of Admissions and Registration is to provide students with information regarding the enrollment process at UNM Los Alamos as well as to ensure that admission and registration documents are processed accurately and efficiently in order to support students in being successfully enrolled.  |
| *Goal 1: Ensure that all applications are processed in a timely and efficient manner* | *AUO 1.1: Check and process all appropriately completed submitted admission applications daily*  | *UNM Goals 2 & 3* | *Fall, Spring & Summer* | *Track the applications that are submitted and processed in an excel file (i.e., timestamp from Banner and on mailed applications and timestamp/date of admission)* | *Direct* | *100% of the completed applications will be processed within one week from the time are submitted* |
| *AUO 1.2: Provide feedback and support to prospective students who submitted incomplete applications in order to assist them in successfully completing the admission process* | *UNM Goals 2 & 3* | *Fall, Spring & Summer* | *Track the incomplete applications that are submitted in an excel file including notes about how the applicants were assisted in completing the admission process* | *Direct* | *At least 50% of the applicants with incomplete applications will successfully complete the admission process* |
| *AUO 1.3: Notify students when they have successfully completed the application process* | *UNM Goals 2 & 3* | *Fall, Spring & Summer* | *Process and email acceptance letters to students within one week of them being officially admitted (i.e., track in an excel file)* | *Direct* | *100% of acceptance letters are emailed to student within one week of them being officially admitted* |
| *Goal 2: Provide students with current and accurate information regarding the registration process* | *AUO 2.1: Provide updated and accurate instructions via various medium regarding the registration process* | *UNM Goals 2 & 3* | *Fall, Spring & Summer**Fall, Spring & Summer**Fall, Spring & Summer**Fall & Spring* *Fall, Spring & Summer**Fall, Spring & Summer* | *Include instructions on next steps in the emailed admission acceptance letter* *Monitor and update instructions on the website annually, as needed**Present instructions regarding the registration process at the New Student Orientation (i.e., agenda, handouts, etc.)**Administer NSO Student Success Survey (i.e., questions/items associated with the registration process)**Provide updated and current documentation and PR material regarding the registration process in the office (i.e., handouts, IT bar, etc.)**Provide one-on-one consultations during scheduled appointments (i.e., appointments and notes about visits are recorded in LoboAchieve)* | *Direct**Direct**Direct**Indirect/**Direct**Direct**Direct* | *100% of emailed acceptance letters will include instructions on the registration process**Monitor and update the website at least once a semester, as needed**Update presentation material as needed annually to include updated and current information**At least 80% of the respondents will indicate that they were satisfied with the information OR at least 60% will answer each question/item correctly**Update and disseminate material as needed annually to include updated and current information**100% of scheduled appointments and notes about visits are recorded in LoboAchieve* |
| *Goal 3: Provide focused services and support to veteran/military students* | *AUO 3.1: Provide instructions and assistance to veteran/military students regarding VA educational benefits* | *UNM Goals 2 & 3* | *Fall, Spring & Summer* | *Respond to all inquiries from veteran/military students regarding VA educational benefits (i.e., tracked via an excel file)* | *Direct* | *100% of inquiries will be responded to within one week* |
| *AUO 3.2: Provide timely and efficient reporting/certification of veteran/military students enrollment to the federal government (i.e., Veteran Administration)* | *UNM Goals 2 & 3* | *Fall, Spring & Summer* | *Process the certification of enrollment for veteran/military students(i.e., track VA Once)* | *Direct* | *100% of the certification of enrollment for veteran/military student will be processed with one week* |
| *Goal 4: Provide focused services and support to dual-credit students* | *AUO 4.1: Provide updated and accurate instructions via various medium regarding the dual-credit process* | *UNM Goals 2 & 3* | *Fall, Spring & Summer**Fall, Spring & Summer* | *Include instructions on next steps in the emailed admission acceptance letter* *Monitor and update instructions on the website annually, as needed**Provide updated and current documentation and PR material regarding the registration process in the office (i.e., handouts, IT bar, etc.)**Provide one-on-one consultations with families during scheduled appointments (i.e., track via Outlook calendar)* | *Direct**Direct**Direct**Direct* | *100% of emailed acceptance letters will include instructions on next steps**Monitor and update the website at least once a semester, as needed**Update and disseminate material as needed annually to include updated and current information**80% of scheduled appointments will lead to dual-credit registration* |
| *AUO 4.2: Process all appropriately completed submitted dual-credit admission/registration application packets*  | *UNM Goals 2 & 3* | *Fall, Spring & Summer* | *Enter appropriately completed submitted dual-credit admission/registration information into Banner(i.e., generate Banner report of incomplete packets/information once a semester)* | *Direct* | *The information for 100% of the appropriately completed submitted dual-credit admission/registration packets will be entered into Banner* |
| *AUO 4.3: Provide feedback and support to prospective dual-credit students who submitted incomplete packets in order to assist them in successfully completing the admission process* | *UNM Goals 2 & 3* | *Fall, Spring & Summer* | *Monitor the progress of the incomplete packets (i.e., tally of incomplete packets, etc.)* | *Direct* | *At least 50% of the applicants with incomplete packets will successfully complete the enrollment process* |
| *AUO 4.4: Notify dual-credit students when they have successfully completed the enrollment process* | *UNM Goals 2 & 3* | *Fall, Spring & Summer**Fall, Spring & Summer**Fall, Spring & Summer**Fall, Spring & Summer* | *Email acceptance letters to dual-credit students within 48 hours of them being officially enrolled (i.e., generate Banner report of registered dual-credit students; email correspondence sent to students, etc.)**Provide instructions on next steps in the emailed admission acceptance letter* *Order and deliver textbooks for each dual-credit student (i.e., track via excel file)**Provide ongoing enrollment reports to relevant school representatives (i.e., track student enrollment via MyReports, email correspondence sent to school representatives, etc.)**Provide final grade reports to relevant school representatives (i.e., track students’ grades via MyReports, email correspondence sent to school representatives, etc.)* | *Direct**Direct**Direct**Direct**Direct* | *100% of acceptance letters are emailed to student within 48 hours of them being officially enrolled**100% of emailed acceptance letters will include instructions on next steps**100% of textbooks will be ordered with 48 hours of enrollment in Banner**100% of textbooks will be made available to dual-credit students within 48 hours of from the time they were received**100% of relevant school representatives will receive an enrollment report within 30 days of the start of the term/semester**100% of relevant school representatives will receive an enrollment report within 3 weeks of the end of the term/semester* |

*\*Briefly describe the* ***criteria for success*** *related to each direct or indirect means of assessment. What is the unit’s performance target (e.g., is an “acceptable or better” performance by 60% of students/clients/participants on a given measure acceptable to the unit)? If scoring rubrics and/or surveys are used to define qualitative criteria and measure performance, attach them to the plan as they are available.*

1. **Who**: State explicitly whether the unit’s assessment will target all students/clients and/or a sample for each outcome. Address the validity of any proposed sample of students. [**NOTE:** *Although one size does not fit all and it does depend on the assessment method, sampling should not be taken lightly. Best practices indicate that sampling approx. 20% of the student population (or student participants) is valid and reliable if the number exceeds 99. Otherwise, a valid rationale has to be provided for samples that are less than 15% of the student population (or student participants).*]

 The Office of Recruitment at UNM Los Alamos targets all prospective students.

 2. **When will the outcomes be assessed? *When and in what forum will the results of the assessment be discussed*?**

*[Briefly describe the timeframe over which your unit will conduct the assessment of its student learning and/or administrative unit outcomes selected for the one, two, or three year plan and/or complete the following table. For example, provide a layout of the semesters or years (e.g., 2014-2015, 2015-2016, and 2016-2017), list which outcomes will be assessed, and which semester/year the results will be discussed and used to improve student learning (e.g., discussed with unit staff, relevant faculty, advisory boards, students/clients, etc.)] Add rows to table as needed.*

*The form of the assessment method that will implemented to assess each outcome and when the assessment will be implemented are highlighted in the table below. The evidence that will be collected as data for each assessment are also highlighted in the table below.*

The Office of Recruitment at UNM Los Alamos is based on a one-year assessment cycle. Information regarding when each outcome will be assessed and the assessment methods for measuring them is outlined in the table below. The evidence/data that will be collected regarding each assessment method is outlined in the table below.

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| --- | --- | --- | --- | --- |
| Student Learning and/or Administrative Unit Outcomes | When Assessed\*\* | Assessment Method(s)/Activity, unit, etc. if relevant | Direct/Indirect | \*Criteria to determine success |
| *AUO 1:1. Visit local schools, and attend community events and career fairs to network, recruit and outreach to prospective students within driving distance ( < 50 miles) of UNM-LA.* | *Fall, Spring & Summer**Fall, Spring & Summer**Fall, Spring & Summer* | *Formally track visits to schools, events, and career fairs. (i.e., an excel file to include documentation of phone calls, email correspondences, etc.)**Create an annual schedule for visiting local schools, events, and career fairs (i.e., an excel file, etc.)**Maintain and update a database on interested students via information cards that are collected during visits to local schools, community events and/or career fairs, in order to follow up and recruit to UNM Los Alamos(i.e., an excel file of collected information cards)* | *Direct**Direct**Direct* | *Attend at least 65 local school, community events and/or career fairs per year**Provide a master schedule of potential visits per year**Collect at least 100 information cards on interested students per year* |
| *AUO: 2.1: Facilitate College Days on campus for regional high schools* | *Fall & Spring**Fall & Spring**Fall & Spring* | *Formally track invites to high schools (i.e., an excel file to include documentation of phone calls, email correspondences, etc.)**Maintain and update a database on prospective students via information cards that are collected during College Days (i.e., an excel file of collected information cards)**Administer the College Days Survey to attendees* | *Direct**Direct**Indirect* | *Send out invitations to at least 12 local high schools per year**Host at least 8 local high schools per year during College Days**100% information cards will be collected from prospective students during College Days**At least 5% of the prospective students in the database will enroll at UNM Los Alamos per year**At least 80% of the respondents will indicate that they found the information we provided helpful* |
| *AUO 3.1: To follow-up and respond to inquiries (via direct mail, phone, email, etc.) from prospective students*  | *Fall, Spring & Summer**Fall, Spring & Summer**Fall, Spring & Summer* | *Maintain and update a database on prospective students via information cards and other lists of prospective students (i.e., an excel file of collected information cards and lists, list of prospective students who checked email follow-up, etc.)**Provide informational packets to all identified prospective first-time-full time students**Provide ongoing communication to all identified prospective first-time-full time students*  | *Direct**Direct**Direct* | *At least 90% of the prospective students in the database will receive a follow-up email and/or inquiry within a week* *100% the prospective students who checked the email follow-up will receive a packet**100% the prospective students who checked the initial email follow-up will receive at least three other communication* |

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| *AUO 1.1: Check and process all appropriately completed submitted admission applications daily*  | *Fall, Spring & Summer* | *Track the applications that are submitted and processed in an excel file (i.e., timestamp from Banner and on mailed applications and timestamp/date of admission)* | *Direct* | *100% of the completed applications will be processed within one week from the time are submitted* |
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| *AUO 4.1: Provide updated and accurate instructions via various medium regarding the dual-credit process* | *Fall, Spring & Summer**Fall, Spring & Summer* | *Include instructions on next steps in the emailed admission acceptance letter* *Monitor and update instructions on the website annually, as needed**Provide updated and current documentation and PR material regarding the registration process in the office (i.e., handouts, IT bar, etc.)**Provide one-on-one consultations with families during scheduled appointments (i.e., track via Outlook calendar)* | *Direct**Direct**Direct**Direct* | *100% of emailed acceptance letters will include instructions on next steps**Monitor and update the website at least once a semester, as needed**Update and disseminate material as needed annually to include updated and current information**80% of scheduled appointments will lead to dual-credit registration* |
| *AUO 4.2: Process all appropriately completed submitted dual-credit admission/registration application packets*  | *Fall, Spring & Summer* | *Enter appropriately completed submitted dual-credit admission/registration information into Banner(i.e., generate Banner report of incomplete packets/information once a semester)* | *Direct* | *The information for 100% of the appropriately completed submitted dual-credit admission/registration packets will be entered into Banner* |
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3. **What is the unit’s process to analyze/interpret assessment data and use results to improve and/or maximize**

**performance on the outcomes?**

*Briefly describe:*

*1. who will participate in the assessment process (the gathering of evidence, the analysis/interpretation, recommendations).*

*2. what is the process for considering the implications of assessment/data for change:*

 *a. to assessment mechanisms themselves,*

 *b. to curriculum/program/activities design,*

 *c. to service delivery and/or client’s knowledge*

 *…in the interest of improving services, resources, unit, etc.*

*3. How, when, and to whom will recommendations be communicated?*

All Student Services staff will be responsible for the gathering of evidence/data and information. The Student Enrollment Director will be responsible for consolidating data and pre-analyzing. During the summer session, all Student Services staff and associated committees will meet to analyze and evaluate the data/evidence in order to determine how and where to improve our assessment practices, services, etc. Recommendations will be recorded by the Student Enrollment Director and evaluated for implementation.