



FRANCIS MARION UNIVERSITY
OFFICE OF Admissions
IE DEPARTMENTAL ASSESSMENT PLAN

ASSESSMENT PLAN PERIOD: July 1, 2018- June 30, 2019

DEPARTMENTAL MISSION STATEMENT: The mission of the Admissions Office is to recruit and enroll students while maintaining the University's commitment to serving students of the Pee Dee region and the State of South Carolina.

Goal	Desired Outcome	Assessment Methods and Procedures	Results	Planned Improvements Based on Assessment Results/Action Items
1. Increase the number of applications for fall 2018.	Increase the number of applications for fall 2019 by at least 8% for first-time freshmen. Benchmark for first time freshmen = [4090] Baseline [3787] Target [4090]	Track the number of applications received from first-time freshmen by executing query reports from EMAS Recruitment Pro (CRM) and compare to the number received during the fall of 2017.	Application statistics indicated a 10.9% increase in the number of applications received by first-time freshmen [4200]. The target was achieved for first-time full time freshmen students.	In order to accomplish the goal of an 8% increase in applications, the office will increase its efforts in high school recruitment and enhance marketing efforts. The office will also continue to enhance its outreach to two-year institutions to increase the number of transfer applications. An additional counselor will be added to support these efforts as well as weekly meeting with UCM will take place to strategize on marketing plans with prospective students.
2. Increase enrollment of new freshmen and transfer students.	Increase the first-time freshmen and transfer student enrollment by at least 5% Benchmark for first time freshmen = [725] Baseline [691] Target [750] Benchmark for transfer students = [230] Baseline=[219] Target=[230]	Track enrollment statistics from fall 2017 and compare to the numbers received fall of 2018 with the use of census reporting as executed by the Office of the Registrar and the Director of Institutional Research. Reporting is made available through Colleague ERP system, and CROA reporting	Census date enrollment statistics indicated a 9.5% increase [757] in enrollment for first-time freshmen and a 5.4% increase [231] for transfer students. The targets were achieved for Freshman, and the transfer population	In order to accomplish the goal of a 5% increase in first-time freshmen and transfer enrollment, the office will increase participation high school Interview Days and strengthen its Bridge Program with Florence-Darlington Technical College. Name buying will be overhauled, as well as additional name sources will be used to include sources such as College Fish



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<p>3. Maintain level of contact with public high schools in South Carolina and the Pee Dee region of South Carolina.</p>	<p>The Admissions Office will visit with 100% of the 145 public high schools in South Carolina a minimum of two times during the academic year. [Benchmark 100%] Baseline [100%] Target [100%] High Schools in the Pee Dee region will be visited at least once per semester.</p>	<p>Track the number of contacts with schools in South Carolina. Track the number of visits to High Schools in the Pee Dee region by documenting visits with the use of a shared google doc. Electronic contact will be tracked through MY EMMA email campaign service</p>	<p>The Admissions Office contacted 100% of high schools in South Carolina a minimum of two times. The office visited all high schools in the Pee Dee region at least once per semester. Targets achieved.</p>	<p>Since the target has been achieved consistently over the past two years, the admissions office will increase the goal to contact with 100% of schools in South Carolina a minimum of three times in 2018-2019.</p>
<p>4. Maintain participation levels at Open House events.</p>	<p>Draw a minimum of 600 students to the Open House events at FMU. Benchmark = [700]. Baseline = [600] Target= [700]</p>	<p>Track the number of students who attend Open House events in the Fall of 2018 and compare to the Open House weekly reports queried from EMAS Recruitment Pro, and the events management module.</p>	<p>701 students attended Open Houses in 2017-2018. Since our goal was a minimum of 600, this target was achieved.</p>	<p>Based on these findings the office will continue to work with local, state, and regional high schools and community organizations to maintain participation levels at Open House events.</p>



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<p>5. Increase the visibility of FMU through licensing of student names through various lead sources, and send print and digital communication to those licensed recipients.</p>	<p>Increase the visibility of FMU marketing mediums by employing additional student-name buying sources such as College Board, ACT, NRCCUA and/or CBSS and build inquiry pool with the increased licensing of names. Licensing of Names by frequency count: Benchmark [21,000] Baseline [17,000] Target [23,000]</p>	<p>Track the use of student-name buying sources within EMAS Recruitment Pro and coding the sources of the names within the CRM. Work with University Communications to send out digital email campaigns, and direct mailings of marketing material to students in applicant pool. Mailings will include view book, student magazine, letters, and postcards</p>	<p>Our marketing program was enhanced by utilizing additional student-name buying sources such as College Board, ACT, NRCCUA or CBSS in 2017-2018. The admissions office also utilized the EMMA Direct e-mail package in 2017-2018 and begin to perform market research on CRM options. Targets were achieved at licensing of 23,000 total names.</p>	<p>In order to enhance the visibility of FMU marketing mediums, we will continue to employ student-name buying sources and the EMMA Direct e-mail package in 2018-2019. We will also utilize more social media platforms in 2018-2019 such as YouTube, Snap Chat, Facebook, and Twitter. Ellucian Colleague will substantially improve our ability to track communications, as well as a text messaging service has been added through EMAS recruitment pro.</p>