

Institutional Effectiveness Plan

Office of Admissions and Records

Admissions and Records Mission

The Office of Admissions and Records has the primary responsibility of disseminating admissions information and materials to prospective undergraduate students, of acting as the catalyst in identifying the students who will be admitted to the University and of maintaining and storing the academic records of all current and former students. The Office of Admissions and Records is responsible for promoting the visibility of the University to prospective students, high school and college counselors and the general public. The Office of admissions and Records, aligned with the Vision 2020 initiatives, has four priority goals: (1) to enroll a student body that is geographically, racially and economically representative of the state of Texas; (2) to disseminate information and electronic and printed materials that promote the educational opportunities and high quality academic programs of the University; (3) to maintain a high quality of service to all people who come into contact with the office; and (4) to maintain and store accurate student records.

Goals

Intended Outcome No. 1

To recruit and enroll a student body that is geographically, racially and economically representative of the state of Texas.

Means of Assessment

The total number of applications reported to the Texas Higher Education Coordinating Board will indicate application submissions from at least fifty percent of all Texas public high schools and from all Texas counties. The data will indicate a ten percent increase in application submissions from African-American and Hispanic prospective students as compared to Fall 2001 and a five percent increase in enrolled students for the same populations during the same period (Fall 2002). Finally, the same data will indicate a student body mean income indicator that will establish credence as to the economic diversity and proportionality of its students.

Criteria for Success

All geographical markets as defined by the Office of Admissions will indicate either a steady maintenance or a growth in application submissions and a more Texas-represented applicant pool and enrolled student body.

Actual Results Obtained

The official census data reports will indicate a more diverse student population.

Use of Results for Improvement

The results will be used to set next year's recruitment goals and to make the necessary adjustments in the Office of Admissions' recruitment plan.

Intended Outcome No. 2

To disseminate information and electronic and printed materials that promote the educational opportunities and the high quality academic programs of the University.

Means of Assessment

The undergraduate catalog will be available for public distribution in June and the graduate catalog in August. All other printed material will be available at least one month prior to the start of the recruitment season, or in August. The information available on the Office of Admissions website will be updated and available for use by August.

Criteria for Success

The information being disseminated by the Office of Admissions and Records, either in print or electronic form, will accurately reflect the admissions closing dates and criteria as well as the requirements needed to obtain respective student records. The catalogs will accurately reflect the University's official policies and academic programs.

Actual Results Obtained

The information disseminated will be accurate and up-to-date.

Use of Results for Improvement

The information will be reviewed every year to ensure the correctness in communication.

Intended Outcome No. 3

To maintain a high quality of service to all people who come into contact with the Office of Admissions and Records.

Means of Assessment

Customer service surveys will indicate a high level of satisfaction in service.

Criteria for Success

The surveys will indicate a decreased number of complaints and an increased level of customer satisfaction. The implementation of imaging technology will increase record management efficiency and accuracy.

Actual Results Obtained

The services dispensed by the staff will indicate a high level of professionalism. Imaging technology will be implemented and in use.

Use of Results for Improvement

The results of the surveys will be analyzed to determine needed training, staff adjustments and overall improvements in handling customer requests and needs. Records management will be analyzed to ensure efficient flow and dissemination.

Intended Outcome No. 4

To maintain and store accurate student records.

Means of Assessment

Student records will be 100% accurate and they will be stored in a safe and secure location.

Criteria for Success

The maintenance, storage and retrieval of students will be in electronic form for improved document management.

Actual Results Obtained

Imaging technology will be used to store, retrieve and dispense student records.

Use of Results for Improvement

The results will be used to improve the document management flow of student records and to decipher other electronic and technological needs for better efficiency.