

Annual Assessment Report EXECUTIVE SUMMARY

Unit Name: **Admission Services**

Assessment year: **2018 – 2019**

Unit's Mission Statement:

It is the mission of the Office of Admissions to recruit and admit an academically eligible diverse student body who will become critical thinkers and socially responsible citizens to contribute to the college community and the society. Admissions staff are committed to ensuring that our students receive the equity and access required to achieve their academic goals.

Assessment results by goal and objectives

Goal 1: Educate and inform prospects about LaGuardia and its offerings

Supporting Strategic plan goal: Strengthen Advisement, First Year Experience and the 30-Credit initiative
The 2018-19 strategic plan states that LaGuardia Community College seeks to advance student learning and success, building student momentum and improved graduation rates.

Objective 1.1 Student will learn about our offering and support programs

Measures: The number of sessions offered and number of students attending:

246 - Students attended an Information Session

24- Weekday Information Sessions

8 - Saturday Information Sessions

42 - Group Tours Conducted

52- Walk In /Individual Tours Conducted

5 – HSE Site Visits

Findings and outcomes:

Higher proportions of students were able to visit the campus and interact with staff while receiving information about our resources and the steps and process involved in submitting an application to LaGuardia Community College. Compared to 2017-18, the number of information sessions increased from 30 to 57 and the number of students attending increased from **189** to 246.

Objective 1.2 Students will submit the CUNY Application for Admission to LaGuardia CC

Measures and findings: 1,017 – Number of Students who submitted application in the Admissions Office Lab for Application Assistance and 40% of these students enrolled. This is an increase from 35% who submitted applications in the Admissions Lab during the academic year of 2017- 2018.

In the fall of 2018, 23,756 student submitted applications and selected LaGuardia as their college of choice. Of the applicant number, 4,592 students or 19% enrolled in the college. In the spring of 2019, 6,761 students submitted applications and 2,323 or 35% enrolled in the college.

Recommendations and next steps:

We find that students who attend Information Sessions or use the Lab for Application Assistance enroll at a higher rate than students who do not. The numbers are as follows for the 2018-2019 year:

1, 017 students submitted applications in the Admissions Lab with 40% of these students registering for classes.

We will look to increase Recruitment staff by 2 and maintain or increase the number of trained Lab Staff. We will look to increase of the number of students who are assisted in the Lab to 1, 200 students during the 2019-2020 academic year.

Goal 2: Create a logistical plan that maximizes our college visits and increases our exposure to new prospective student populations.

Objective 2.1 Increase high school visits and college fair attendance

Measures and findings:

172-College/High School Fairs were attended during the 2018/19 academic year compared to 126 fairs during the academic year of 2017/18

48 - Individual High School Site visits were made by Admissions Recruitment staff during the fall and spring of 2018/19. No individual site visits were made during the 2017/18 academic year.

Recommendation and next steps: We would like to increase our outreach to prospective students by attending the Big Apple College Fair and National Hispanic College Fair in the Fall 2019 and attend the NACAC Fair in Spring 2020. In order to expand our outreach additional recruiters will be needed and funding will be required to cover the registration fees for the fairs. We envision working with ACE staff and cross training them on credit side Admissions. We expect that would result in an increase in the number of students who transition from non-credit to credit. The number of visits made during the 18/19 year will be used to inform our plan to make increases in the future.

Overall Summary

In providing students with services such as Information Sessions, Campus Tours, Application Assistance and reaching out to students via High School and College Fair visits, HSE visits, students are better able to make more thoughtful choices about programs of study, academic requirements, and deadlines for completing applications for admissions and financial aid. They also receive information about resources and services that are available and offered at the college to assist students with the successful completion of their academic program of choice. Students are able to learn about open access and the open-admissions process for a diverse student population. In offering these services, the office serves a vital role in establishing a good match between the student and the college.

The results support the Office's efforts to offer assorted and increased number of sessions for applicants demonstrating that students enroll at higher rates if they attend information sessions or use the Application Lab. The office will continue to increase the number of students who participate in Recruitment activities and events and review how these numbers affect application submission, admit rates, yields and admissions processes and strategies. The feedback and efficacy of these activities will be used to shape future programs and recruitment strategies.