

Annual Assessment Report EXECUTIVE SUMMARY

Unit Name: **Admission Services**

Assessment year: **2019 – 2020**

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 offerings and support programs

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

Findings and outcomes:

90 - Information Session Offered/186 Students attended

215 – One on One Counseling Sessions Scheduled/128 students attended

50 – Campus Tours offered

Recommendations and next steps:

More Information sessions were offered in 2019 /2020 as compared to the previous year. We offered 90, an increase of 58%. 353 students registered and 186 attended resulting in a decrease of 75.6%. Although the results show an increase in the number of sessions offered there was a decrease in attendance due to COVID-19 and the possibly the change in format.

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

Measures:

- Number of days that lab was opened and in use
- Number of students in Lab submitting a spring 20 application
- % of enrolled students/data available at end of 19/20 academic year

Findings and outcomes:

- 621 students were assisted in the lab and submitted applications for the fall 2019 semester with the help of Lab staff 38% or 236 students registered for classes. 437 students were assisted with submitting the Spring 2020 application and 48% or 213 students registered for classes.
- In 2018/19 1,017 students were assisted and 40% enrolled. In 2019/20 1,058 students were assisted and 449 or 42% enrolled.
- In the fall of 2019, **25,705** student submitted applications and selected LaGuardia as their college of choice. Of the applicant number, **4,894** students or 19% enrolled in the college. In the spring of 2020, 6,735 students submitted applications and 2,322 or 34% enrolled in the college.

- We were able to offer 50 in person campus tours before the college closed due to COVID-19 in March of 2020 and surpassed the 42 Group Tours that were offered in 2018/19. This was a 19% increase in the number of tours offered.

Recommendations and next steps:

We find that students who attend Information Sessions or are assisted on a one to one basis enrolled at a higher rate than students who did not. The numbers are as follows for the 2019-2020 year:

1, 058 students submitted applications in the Admissions Lab with 42% of these students registering for classes.

We continue to look to increase Recruitment staff by 2 full time members and maintain or increase the number of trained Lab Staff. Due to COVID -19 we were not able to meet our target of 1200 students assisted in the Lab. We will look to increase of the number of students who are assisted in a remote format while not being able to meet students in person.

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: Number of high school visits and college fair attendance. Increase HSE visits

Findings and outcome:

- 69- College/High School Fairs were attended during the 2019/20 academic year compared to 172-College/High School Fairs were attended during the 2018/19 academic year
- 35-Individual High School Site visits were made by Admissions Recruitment staff during the fall of 2019 as compared to 48 visits made in 2018/19 academic year.
- 8- Email High School Outreach Campaigns

Recommendation and next steps:

Due to COVID-19 all In Person college fairs and High School visits were cancelled as of March 2020. We were also not able to complete the process of hiring additional full-time staff due to a CUNY-wide hiring freeze, again due to COVID and funding issues.

In order to maintain contact during COVID-19 email outreaches were made to a total of 16,191 contacts which included high school counselors and students in the applicant pool.

We will also investigate attendance at On-Line College fairs offered by NACAC and other organizations as we were able to secure funds for membership fees.

Overall Summary

In providing students with services such as Information Sessions, One on One Counseling Sessions 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 programs of choice. Students can 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 look for ways 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.

Appendix

- No appendix was submitted