

# Annual Assessment Report EXECUTIVE SUMMARY

2020-2021

Unit Name: **Admission Services**

Assessment year: Fall 2020 –Spring 2021

## **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 prospective students about LaGuardia and assist with the application process.

### **Supporting Strategic plan goal:**

1. Access and Success
2. Strengthen Learning for students

**Objective 1.1** Student will learn about our offerings and support programs

### **Measures:**

- Number of sessions offered in 2019/2020 academic year will be compared to the number of sessions offered in 2020/2021 academic year:

### **Findings and outcomes:**

In 2020/2021 92 Information Session Offered compared to 90 Information Sessions in 2019/2020, which represents an increase of 2.2%. 424 students attended a session as compared to 186 in 2019-20 an increase of 128% from last year

## **Recommendations and next steps:**

The increase in information sessions was attributed to the COVID pandemic and the need to operate fully online and stronger communications about online offerings. For Fall 2020/Spring 2021 we continue to offer online information sessions.

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

### **Measures:**

- Number of days that lab was opened in 2019-2020 will be compared to 2020-2021
- Number of students in Lab submitting a spring 2021 application will be compared to spring 2020
- % of students enrolled in 2020-2021 will be compared to 2019-2020

### **Findings and outcomes:**

- Application lab was closed for in-person visitors due to COVID-19, however, it operated fully online and was opened each day Monday to Friday for the fall 2020/2021 academic year
- 228 – One on One Counseling Sessions Scheduled/55 students attended, compared to 215 sessions offered in 2019-2020 or an increase of 1.3%

- In 2019-2020, 1095 students were assisted in person in the application lab. (621 were assisted during the months of Sep-Dec 2019, and 474 were assisted during the months of Jan –June 2021. Whereas, in 2020/2021, we assisted 7435 virtually in the application lab (2403 were assisted between Sep – Dec 2020, and 5032 were assisted between Jan – June 2021). This represented an increase by 578.99%. At the time of this report, IT could not confirm how many of these students enrolled at LaGuardia because data was lacking.
- In the fall of 2020, **25,782** students submitted applications and selected LaGuardia as one of their colleges of choice. Of the applicant number, 22,021 were admitted to the college and **4014** students or 15.57% enrolled in the college. In the spring of 2021, **7,083** students, submitted applications and selected LaGuardia as one of their colleges of choice. Of the applicant number, 4480 were admitted to the college and **1797** or 25.38% enrolled in the college.

### **Recommendations and next steps:**

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.

**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 by 5%

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

### **Findings and outcome:**

- For Fall 2019/Spring 2020 academic year, staff attended 133 fairs and high school visits in person. Whereas Fall 2020/Spring 2021 academic year, staff attended 50 virtual fairs and high school visits, a decrease of 62.4%. The goal of increasing college fairs and visits was not met due to COVID-19.

### **Overall Summary**

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 Recruiters due to a CUNY-wide hiring freeze, and funding issues.

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.