

Annual Assessment Report EXECUTIVE SUMMARY

2021-2022

Unit Name: **Admission Services**

Assessment year: Fall 2021 –Spring 2022

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 2021/2022 academic year will be compared to the number of sessions offered in 2020/2021 academic year:

Findings and outcomes:

In 2021/2022, 124 Information Sessions were offered compared to 101 Information Sessions in 2020/2021 which represents an increase of 22.78%, exceeding our 5% target.

Recommendations and next steps:

The increase in information sessions is attributed to the gradual recovery from the COVID pandemic. For the Fall 2021/Spring 2022 we continued to transition to offering more in person 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 2020-2021 will be compared to 2021-2022
- Number of students in Lab submitting a spring 2021 application will be compared to spring 2022

Findings and outcomes:

- The Application lab was closed for in-person visitors due to COVID-19 for all of 2020-2021 and through 8/2021 and operated fully online. For 2021/2022 (starting 9/21) the lab was opened each day Monday to Thursday for the fall 2021/2022 academic year for a total of 4 days per week, an increase of 400%. We hope to achieve our target of 5 days next year.
- In 2021-2022, we assisted 7250 virtually with their online CUNY application, which represented an 11.72% increase from the previous year of 2020-2021 where we assisted 6489 exceeding our target of maintaining last year's numbers. .

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 Attend college fairs and make school visits in person/virtually

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

Findings and outcome:

- For Fall 2020/Spring 2021 academic year, staff attended 50 fairs and high school visits in person. Whereas Fall 2021/Spring 2022 academic year, staff attended 121 virtual fairs and high school visits, an increase of 142%, and exceeding our target of 100 visits

Overall Summary

Once in-person fairs resumed in the late summer/early fall of 2021 we were able to increase our participation at college fairs and high schools. A search is in process to fill the vacant line of a Recruitment Manager.

By providing students with services such as Information Sessions, Application Assistance, outreach to students through High School and College Fair visits, and HSE visits students are better able to make more thoughtful choices about major choices and deadlines.

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 can learn about open access and the open-admissions process and how these opportunities create a diverse student population. By offering these services, the Admissions office serves a vital role in establishing a positive symbiosis between the student and the college.

The results support the Office's efforts to offer a larger assortment of academic choices. By increasing the number of interactions with our applicant pool we have shown 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.

We will continue to review how this data affects the rate of application submission and the conversion rate of applied to registered students. By analyzing this data, we can improve the efficiency and effectiveness of these activities. We can also utilize this information to shape future programs and recruitment strategies.