

Annual Assessment Report

Executive Summary

As the final step of the AES assessment process, each AES unit is required to submit an Executive Summary. The Executive Summary is a short document which provides an overview of the Unit, and the overall assessment process, highlights key findings and provides recommendations and next steps.

Unit name: New Student Engagement

Assessment year: 2022-2023

Unit Mission: The mission of the New Student Engagement office is to support newly admitted students by onboarding and coaching them during enrollment. Enrollment Coaches provide information while helping students successfully navigate the steps needed to register at LaGuardia Community College.

Assessment Results by Goal and Objectives

Goal 1: Strengthen the communication between LaGuardia and newly admitted students who have accepted the offer to the College by reinforcing the messaging from other departments regarding student services that facilitate their enrollment process.

Supporting Strategic Plan Goals: Build Student Access and Success

Objectives	Method and Measure
1.1 Increase the minimum number of contacts with students who accept LaGuardia's offer to at least three during enrollment.	<ul style="list-style-type: none">Number of contacts & communications made with students who accept LaGuardia's offer throughout the critical enrollment junctions.

Overview of findings, analysis, recommendations, and future initiatives

Results & analysis

Enrollment Coaches utilized multiple formants to share information, including online chats, texts, virtual meetings, calls, and email projects. The total contacts during Fall 22 to newly admitted students was 10365; for the Spring '23 semester, the total was 5592. Students received at least three contacts (via email/text/telephone or in person) throughout the enrollment cycle.

Recommendations and future initiatives

Formalize in-person information sessions for new students.

Goal 2: Assist newly admitted (Freshman and Transfer) students in accepting the Admissions Offer.

Supporting Strategic Plan Goal: Build Student Access and Success

Objectives	Method and Measure
2.1 Increase the number of students who haven't accepted the offer to the College to become matriculate students.	<ul style="list-style-type: none"> Number of admitted students who matriculate.

Overview of findings, analysis, recommendations, and future initiatives

Results & analysis

5235 admitted students were invited to Online Chats. A total of 266 students attended and accepted the offer. 4236 admitted students were invited to Online Chats, and 63 attended and accepted the offer. Totaling 329 students who accepted the offer after attending an online chat with the enrollment coaches

Recommendations and future initiatives

Create a calendar of online chats

Overall summary

The New Student Engagement area continues to support the newly admitted population by providing guidance and support during the enrollment cycle. The enrollment coaches also support students who haven't accepted the offer to the College by inviting them to online information sessions. The students receive at least three contacts during their enrollment cycle to ensure they register for their courses.

We recommend creating a calendar of events (online and in-person) for newly admitted students. This will allow the students to learn about their holds, Financial Aid, and steps to complete before advisement and registration.