

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: 2023-2024

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
<ol style="list-style-type: none">1 Increase the minimum number of contacts with students who accept LaGuardia's offer to at least three during enrollment.2 Work closely with Admissions, Testing NSAR, Special Programs, Financial Aid, at each critical enrollment junction from students' acceptance of LAGCC offer to registration	<ul style="list-style-type: none">• Number of contacts & communications made with students who accept LaGuardia's offer throughout the critical enrollment junctions.• Frequency of contacts and referrals to other departments/ by type of inquiry.

Overview of findings, analysis, recommendations, and future initiatives

Results & analysis

Enrollment Coaches utilized various communication formats—including online chats, texts, virtual meetings, calls, and email projects—to connect with newly admitted students. In Fall 2023, a total of 7,010 contacts were made, while Spring 2024 saw a decrease to 6,297 contacts. Throughout the enrollment cycle, each student received at least three interactions through email, text, telephone, or in-person meetings. There was a significant 32% decline in contacts from Fall 2022 to Fall 2023. However, the Spring 2024 semester ended with a 12% increase in contacts compared to the previous semester.

The total number of referrals for the Fall23 semester was 3201 and for the Spring 24 semester the referrals were 2809. Enrollment coaches referred students during the fall 23and spring 24 enrollment periods and contacted various offices internally to request record updates, testing information, matriculation, and any other pending issue affecting enrollment. All students in the enrollment coaches' cohort received an invitation to

advisement and registration. Achieving the target that every student will be invited to Advisement and Registration

Recommendations and future initiatives

N/A

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

The target acceptance rate of 5% for student offers was not achieved in either semester. In Fall 2023, only 0.75% of invited students accepted the offer, while Spring 2024 saw a slight improvement at 1.81%. However, conversion rates from attendance to acceptance increased from 33.3% in Fall 2023 to 46.3% in Spring 2024. Despite the improved conversion rate in Spring 2024, both semesters still fell short of the 5% target. Staffing shortages in the New Student Engagement area likely contributed to the decline in invitations, negatively impacting outreach and overall enrollment rates.

Recommendations and future initiatives

Create a calendar of online chats

Overall summary

The New Student Engagement team provided essential guidance and support to the newly admitted population throughout the enrollment cycle. Enrollment Coaches also reached out to students who had not yet accepted their offers to the college by inviting them to online information sessions. To facilitate course registration, students received at least three contacts during their enrollment cycle, ensuring they had the necessary support and information to complete their registration successfully.