

Admissions & New Student Services

Annual Action Plan **Annual Assessment Report**

June 2006 – May 2007



Annual Action Plan: June 1, 2006–May 31, 2007

Unit: Admissions and New Student Services (ANSS)

UTPA Mission: The University of Texas-Pan American (UTPA) serves the higher education needs of a rapidly growing, international, multicultural population in the South Texas Region. The University preserves, transmits and creates knowledge to serve the cultural, civic, and economic advancement of the region and the state. The University provides students advanced instruction in academic programs offered through innovative delivery systems that lead to professional certification, and baccalaureate, master’s and doctoral degrees. Through teaching, research, creative activity and public service, UTPA prepares students for lifelong learning and leadership roles in the state, nation and world community.

Division: Enrollment and Student Services **Unit Head:** Dr. Maggie Williams

Unit Mission: The Admissions and New Student Services Office is committed to providing excellent customer service to prospective students, campus visitors, and the University community. By continuously increasing our network of contacts and through the use of marketing analysis the ANSS will identify and recruit top academic achievers to increase retention and graduation rates. This will be accomplished by ensuring that efficient processes and procedures are in place to process admissions documents and to guide prospective students effectively to facilitate a smooth transition to UTPA.

University Goal: Provide students with a quality educational experience that enables them to complete their educational goals in a timely fashion.

Division Objective: Provide incentives, programs, and support services that promote student engagement, empowerment, and success.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Cross train staff. (1)	<ul style="list-style-type: none"> • Provide professional development opportunities through attendance at conferences, workshops and specialized trainings. • Update all transfer 	100% of ANSS staff will be cross trained to cover at least 1 additional ANSS function.	<ul style="list-style-type: none"> • Survey staff to identify additional training functions. • Monthly and annual report. 	None

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Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
	<p>admissions policy and procedures manuals as needed.</p> <ul style="list-style-type: none"> • Funnel communication flow from ANSS Executive meetings using e-mail, telephones, and/or weekly meeting agendas. 		<ul style="list-style-type: none"> • Maintain accurate information to guide department staff. • Agendas, meeting attendee lists, training manuals. 	
Enhance communication flow. (2)	<ul style="list-style-type: none"> • Develop a comprehensive communication plan for entering freshmen suspects, prospects, applicants and admits. • Develop a comprehensive communication plan for transfer student suspects, prospects and applications to include smart emails, postcards and letters. • Mail tour invitations and announcements annually to high school administrators and teachers in UTPA primary market. 	Communication flow will address all aspects of ANSS responsibilities to include recruitment, admissions, orientation, and enrollment to assist prospect transition to UTPA.	<ul style="list-style-type: none"> • Document communication plan and implement phase 1 of the Student Marketing System. • Track responses and yields. • Mail-out report. 	None
Provide admissions/scholarship	<ul style="list-style-type: none"> • Process EF admission documents within three 	<ul style="list-style-type: none"> • Tracked turnaround time of application 	<ul style="list-style-type: none"> • Admissions Document Log 	None

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Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
decisions on a timely basis. (3)	<p>days of receipt</p> <ul style="list-style-type: none"> Identify top 10% students from each high school at the beginning of senior year. 	<p>process.</p> <ul style="list-style-type: none"> Scholarships will be awarded by: <ul style="list-style-type: none"> Gateway Batch 1 – December 31st Batch 2 – January 21st Batch 3 – February 21st Recruitment Scholarships March 1st 	<ul style="list-style-type: none"> Scholarship Report 	
	Identify top academic achievers at each community college at the beginning of each fall semester - student with 45 college credits with 3.0 GPA or higher and PTK	Scholarships will be awarded October 1 and March 1 of each fiscal year.	Track turn around time of scholarship offers, acceptance and awards by application deadline.	None

University Goal:

Provide students with a quality educational experience that enables them to complete their educational goals in a timely fashion.

Division Objective:

Increase undergraduate retention and graduation rate.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Continuous improvement of entering freshmen recruiting strategies to	Redefine secondary and tertiary markets to include students that meet UTPA	50% increase in suspects and inquiries in these markets.	Suspect/Inquiry Database (SMS report).	None

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Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
enroll high caliber students. (4)	student profile.			
	Identify and award Gateway Scholarship Funds to encourage students from primary and secondary markets to choose UTPA.	<ul style="list-style-type: none"> • Increased enrollment of out of valley recipients by 3 FY 07 and 2 in FY 08. • Increased Valedictorian and Salutatorian enrollment by 3 students FY07 and 1 student in FY08. • Increased enrollment of top 10% by 7 students in FY 07 and 1 in FY 08. 	Scholarship Reports.	None
Continuous improvement of transfer recruiting strategies to enroll high caliber students. (5)	Visit primary, secondary, tertiary and special markets as listed to identify top academic achievers.	Increased enrollment of high caliber students by 8%.	Frozen data after 20 th class day.	None

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University Goal:

Become an outstanding research institution, emphasizing collaborative partnerships and entrepreneurship.

Division Objective:

Increase external funding to support student access and success.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Promote new majors and masters degrees. (6)	<ul style="list-style-type: none"> • Create brochures listing majors and masters. • Invite new program advisors to present to admissions staff. • Update tour script annually. 	100% of new majors and masters degrees will be promoted using Admissions Counselors and the UTPA Tour Program.	<ul style="list-style-type: none"> • Brochures • Document presentation on meeting agenda • Tour script reflecting updates. 	None
Refer excellent students to contacts at college. (7)	Maintain a list of contacts for each academic program.	Directory documenting current Faculty/Staff contacts for each academic program annually.	Accurate directory.	None
	Forward lists of prospective students to each college for contact.	Pre-advisement.	Each semester allow advisors to become familiar with case load prior to orientation.	Allow advisors to become familiar with case load prior to orientation.
Encourage active participation with External Affairs. (8)	<ul style="list-style-type: none"> • Invite at least one External Affairs representative to participate in recruitment events. • Invite at least one External Affairs representative to 	External Affairs will be represented in at least 3% of recruitment/Visitors Center events.	<ul style="list-style-type: none"> • Document UTPA representatives attending recruitment events. • Visitors Center Exhibit committee minutes. 	None

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Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
	participate in Visitors Center Exhibits Committee.			

University Goal:

Become an outstanding research institution, emphasizing collaborative partnerships and entrepreneurship.

Division Objective:

Conduct research as ESS programs and services.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Encourage presentations at conferences. (9)	<ul style="list-style-type: none"> Submit proposals annually to TACAC, TACRAO, SACRAO, AACRAO, SETA, Summit and/or NODA. Submit proposal to CIVSA. 	ANSS staff will conduct at least one conference presentation.	<ul style="list-style-type: none"> Conference evaluations. Profile UTPA at national level to promote name recognition. Presentation schedule, presentation satisfaction surveys. 	None
Collaborate with other ESS departments to conduct research on recruitment and retention. (10)	Share data with Financial Aid and Registrar's Offices.	ANSS staff will work with Financial Aid and Registrar's Offices to identify cohorts of "at risk" students.	Identification of cohorts in the Student Marketing System.	None
Use predictive modeling research to identify successful students. (11)	Use the Student Marketing System to identify recruits with high success rate potential.	Creation of specific target groups for recruitment.	Identification of target groups in the Student Marketing System.	None

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University Goal:	Enhance UTPA's engagement with the community to meet challenges and maximize opportunities.
Division Objective:	Improve the community's image and awareness of UTPA.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Increase number of events involving Visitors Center. (12)	<ul style="list-style-type: none"> Participate in planning and implementing at least 3 UTPA campus activities which invites the UTPA and the RGV communities. Market campus visits by Bucky and or Visitors Center staff to Region One elementary and middle school campuses annually. 	The number of events involving Visitors Center staff will increase by 3%.	Monthly reports, Annual reports	None
Provide quality and diverse exhibits. (13)	Propose thematic exhibits targeting issues of national, state and/or regional significance annually.	The Visitors Center will host at least one blockbuster exhibit annually.	<ul style="list-style-type: none"> Exhibits proposals. Visitors Center Exhibits Committee meeting minutes. 	None

University Goal:	Enhance UTPA's engagement with the community to meet challenges and maximize opportunities.
Division Objective:	Increase community awareness of the value of higher education.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
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Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Develop new program and enhance existing programs. (14)	Develop a communication flow for parents.	Two communications to the parents of applicants will be created with a response required in order to track the number of parents responding.	Parent responses.	None
Increase collaboration with University department with parent affiliation. (15)	Schedule meeting with University departments to discuss current programs affiliated to parents.	Participation in at least 2 University events targeting parents.	<ul style="list-style-type: none"> • Meeting minutes. • Event calendar. • Annual report. 	None

University Goal:

Enhance UTPA's engagement with the community to meet challenges and maximize opportunities.

Division Objective:

Improve the community's image and awareness of UTPA.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Bronc Spring Picnic for accepted students. (15)	<p>Create a committee to for this event (faculty, staff, current students, GEAR UP and, recruitment team).</p> <p>Promote this event starting December of each year.</p>	Implementation of at least one Bronc Spring Picnic.	<ul style="list-style-type: none"> • Agendas. • Minutes. • Calendar of events 	None
Increase staff participation in community and campus	Market the Visitors Center to the campus community in order to increase the	The number of events involving Visitors Center staff will increase by 3%.	<ul style="list-style-type: none"> • Monthly reports. • R25 scheduling. 	None

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Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
events. (16)	number of special events in the Visitors Center gallery.			
Improve transfer processing. (17)	Process transcript evaluations for no-attribute transcripts, use evaluation letter as recruitment tool.	<ul style="list-style-type: none"> Processed transcript evaluation within 48 hours of receipt. 	<ul style="list-style-type: none"> By semester. Increase enrollment. 	None

University Goal:

Collaborate with P-12 schools to enlarge the pool of applicants who are personally prepared and academically qualified for higher education.

Division Objective:

Create internal and external partnerships to promote a college-going culture.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Continue to offer learning opportunities through visits and tours. (18)	Use age appropriate brochures during UTPA tours.	At least two TEKS/TAKS aligned brochures provided for campus tour options.	Brochures.	None
	Provide teacher classroom activities suggestions that coincide with Visitors Center exhibits.	Curriculum provided to teachers that coincide with at least one exhibit shown in the Visitors Center.	Curriculum	None
Expand counselor workshops to include middle schools. (19)	Contact ACT requesting inclusion of primary market middle school counselors in invitation mail-flow.	Invitations to all middle schools in the UTPA primary market.	Counselor update attendee list.	None
Share data with regional	Provide lists of students	Regional centers and	Lists.	None.

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Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
centers and high schools. (20)	missing documentation for admission purposes that will assist with recruitment efforts.	high schools updated quarterly.		

University Goal:

Collaborate with P-12 schools to enlarge the pool of applicants who are personally prepared and academically qualified for higher education.

Division Objective:

Promote the holistic development of students for success in college.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Focus recruitment effort on specific target markets. (21)	Purchase lists.	Increased number of suspects and prospects from targeted populations by 50%.	SMS Reports.	None
	New EF communication Flows.	Increased yield of applicants and admits from targeted populations by 50%.	Applicant and Admit Reports.	None
	Develop and implement an innovative, focused, targeted recruitment plan for TACRAO recruitment schedule, PTK Regional and National conferences.	Increased awareness of UTPA at state and national levels.	After each event. Increase prospect list to reflect an increase in enrollment of projected 8% increase goal.	None
Develop college-going culture through recruitment services. (22)	Create a College is Your Next Step Slogan (web site).	100 hits to website.	Website counter.	None

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Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07

University Goal:

Infuse Inter-American and global perspectives throughout the University and community.

Division Objective:

Engage community in multicultural activities.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Hold events hosted in the Visitors Center gallery promoting global perspectives on minorities, cultural and student interests. (23)	<ul style="list-style-type: none"> Propose thematic exhibits targeting issues of national, state and/or regional significance. Chair University-wide Visitors Center Exhibit Committee. 	Proposal of at least 2 thematic exhibits which target issues of national state and/or regional significance annually.	<ul style="list-style-type: none"> Exhibit proposals Visitors Center Exhibit Committee minutes. 	None
Promote global perspective exhibits. (24)	Send exhibit announcements to teachers, counselors and administrators based on exhibit theme.	Implementation of a marketing plan to advertise exhibits which includes invitation mail-out, advertisements, and host openings for at least 1 exhibit annually.	Mail-out lists.	None

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University Goal:	Infuse Inter-American and global perspectives throughout the University and community.
Division Objective:	Increase and retain an international student population.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Expand international recruitment services. (25)	Advertise in Hobson's HACU and Latin American Guides.	50 inquiries from Mexico and Latin America.	SMS Tracking.	None
Provide comprehensive information for international students and their parents. (26)	Advertise in Hobson's HACU and Latin American Guides.	50 inquiries from Mexico and Latin America.	SMS Tracking	None
	Participate in other UTPA programs targeting international students and their parents annually, e.g. ELI Orientation, CAMP presentations, etc.	Participation in at least one program other than ANSS that target international students.	<ul style="list-style-type: none"> Meeting minutes. Presentation agendas. 	None

University Goal:	Optimize institutional effectiveness and efficiency consistent with high quality organizational standards.
Division Objective:	Improve communication with all internal and external stakeholders.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Optimize institutional effectiveness through use of tour surveys. (27)	<ul style="list-style-type: none"> Modify existing survey that documents tour services only. 	Documentation of a 90% customer satisfaction rate using satisfaction	<ul style="list-style-type: none"> Annual report. 	None

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	<ul style="list-style-type: none"> Issue a tour survey to at least one chaperone per tour group. 	surveys issued prior to campus tours.	<ul style="list-style-type: none"> Include survey in chaperone tour packet. 	
Collaborate with departments to increase interdepartmental communications. (28)	<ul style="list-style-type: none"> Schedule UPDATE meeting with Financial Aid, Payments & Collections, Registrars and other departments annually to review any changes or new additions to the college or department. Improve communication efforts across student service depts. Incorporate UPDATE information to Visitors Center staff via staff meetings, e-mail, and training sessions. 	1 meeting in the Fall will be scheduled and 1 meeting in the Spring will be scheduled.	<ul style="list-style-type: none"> Meeting attendance report. Annual basis. Agendas, attendee lists. 	None

University Goal:

Optimize institutional effectiveness and efficiency consistent with high quality organizational standards.

Division Objective:

Continuously evaluate and streamline ESS business processes with adequate controls.

Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
Optimize effectiveness	<ul style="list-style-type: none"> Create a systematic way 	Documentation of a 90%	Dean of Students Customer	None

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Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
through surveys. (29)	of compiling and disseminating survey results. <ul style="list-style-type: none"> • Conduct paper and online surveys. • Document customer satisfaction using satisfaction surveys located at the Visitors Center lobby desk using Dean of Students customer service survey. 	customer satisfaction rate using satisfaction surveys.	Service report.	
Review admissions requirements on an annual basis. (30)	Review EF cohort data (ACT/SAT scores, class rank, etc.).	Determination of reliability of admissions requirements.	Provide report(s) to ESS VP concerning EF cohort data in relation to admissions requirements.	None
Assure all strategies have a measurable outcome. (31)	ANSS Dean and direct reports will create action plan as team.	Completion of annual action plans.	Submission of action plans to ESS VP.	None
	Place action plans in goals/objectives manual format.	Completion of goals/objectives manual for ANSS staff.	Distribution of goals/objectives manual to all ANSS staff.	None
Implement SMS and Banner. (32)	ANSS Student Marketing Team will actively participate in the training and development of the Student Marketing System.	100% of inquiry and prospect data will be tracked in the Student Marketing System	Generation of letters, reports, and communication flows for inquiry and prospect students will be accomplished via the Student Marketing System	None
	ANSS Admissions Team	100% of admitted	Attend training and consulting	None

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Unit Objective	Strategy(ies) to Achieve Unit Objective	Measurable Outcome for Unit Objective	Assessment Criteria, Evaluation Methods for Measurable Outcome	New Resources Needed in FY07
	will actively participate in the Banner implementation process.	students will be processed in the Banner student for Fall 08.	visits associated with Admissions processing	
Provide mandatory training on SMS and Banner.	<ul style="list-style-type: none"> • ANSS Student Marketing/Admissions Team will be trained first. • ANSS Student Marketing/Admissions Team will create SMS and Banner manuals. • ANSS Student Marketing/Admissions Team will provide SMS and Banner training for entire ANSS staff. 	100% of ANSS staff will be training in SMS and Banner.	<ul style="list-style-type: none"> • Attend at training and consulting sessions associated with recruitment and admissions process. • Creation and distribution of process manuals. • Creation of training calendar. 	None

**Annual Assessment Report is due on
June 15, 2007.**

It will be posted by June 30, 2007.