

## **Admissions**

### **Mission**

The Office of Admissions seeks to work with students, families, faculty, and staff to provide information and advisement regarding options and requirements of various courses and degree programs.

### **Vision**

- Increase student learning by increasing collaboration with the academic divisions; providing holistic learning opportunities for students; and providing staff with a clear understanding of their role in the learning process.
- Enhance community relations by increasing the collaboration and coordination of recruitment and community building activities with other entities across campus; increasing and promoting special events within other units.
- Upgrade facilities & equipment to better meet student needs and expectations including the design of our one-stop Welcome Center.

### **Core Values**

**Excellence** – We seek excellence in all our endeavors, and we are committed to continuous improvement.

**Intellectual Freedom** – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

**Integrity** – We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.

**Service** – We believe that serving others is a noble and worthy endeavor.

**Diversity** – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.

**Stewardship of Resources** – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

## **Goals, Critical Success Factors, Objectives, and Strategies**

**Goal One: Significantly contribute to an increase in enrollment at OSU-Okmulgee.**

### **Critical Success Factors:**

- Enrollment increases in both FTE (full time equivalent) and actual headcount each Fall term of 100 students or greater

### ***Objectives:***

**Objective 1.1:** Work with Prospective Student Services, all other Student Affairs and Enrollment Management units, and the Academic Divisions to ensure that there are established lines of communication regarding Admissions criteria and expectations.

### Strategies:

- Provide detailed information to HRS for incorporation into new employee orientation.
- Work with the VP for Student Affairs and Enrollment Management to hold regular meetings with the Academic Divisions.
- Provide program and admissions updates to the SAEM Leadership Team.

**Goal Two: Expand the use of technology in the new student advisement process.**

**Critical Success Factors:**

- A greater number of students will make application for Admission online as well as access critical information regarding enrollment and other services through OSU-Okmulgee's website
- A greater number of students will utilize Web for Students

***Objectives:***

**Objective 2.1:** Work with Computer Information Services to maximize existing technology to communicate to students the expectations of various campus entities.

Strategies:

- Include OSU-Okmulgee's web address on all recruitment materials.
- Maintain current information regarding enrollment and critical dates on the website.
- Develop and provide workshops on how to utilize Web for Students.

**Goal 3. Contribute to the overall retention plan of the institution.**

**Critical Success Factors:**

- An increase in the number of students persisting from first semester to second
- An increase in the number of students persisting to graduation

***Objectives:***

**Objective 3.1:** Develop a method of collecting student goal intent upon matriculation.

Strategies:

- Develop and add a goal intent section on the Application for Admission.
- Identify appropriate place on SCT to record goal intent.

**Objective 3.2:** Work with all units within Student Affairs and Enrollment Management as well as all Academic Units to provide holistic services and programming to foster student development.

Strategies:

- Identify similar or shared functions between SAEM Units and Academic Units for purposes of cross-training staff.
- Develop a training manual for Admissions and Prospective Services Staff.

**Goal 4. Provide outstanding customer service to students and all academic units.****Critical Success Factors:**

- An increase in the rating of the enrollment and registration process on the Student Satisfaction Inventory

***Objectives:***

**Objective 4.1:** Assessment procedures will be put into place in order to provide continual identification of performance gaps and staff training needs.

## Strategies:

- Utilize an evaluation/satisfaction instrument to determine customer service gaps and staff training issues.
- Provide a comment box for student feedback in order to continually improve customer service processes.

**Objective 4.2:** Assessment procedures will be put into place in order to continually improve processes and office procedures.

## Strategies:

- Utilize an evaluation/satisfaction instrument to determine customer service gaps and staff training issues.
- Provide a comment box for student feedback in order to continually improve customer service processes.