

2011

# Seaver Enrollment Management Program Review

## Seaver Office of Admission: Mission Statement

Our mission in the Seaver Office of Admission is to recruit mission-fit students who excel academically and will contribute to the overall campus community and beyond, to educate prospective families about the unique mission of Pepperdine University and how that mission will contribute to the student experience, and to provide clear guidance about and through the college admission process.

## Seaver Office of Admission: Goals

### *The Seaver Office of Admission seeks to...*

- Recruit mission-fit students who excel academically and will contribute to the overall campus community and beyond.
- Educate prospective students about the Christian mission of Pepperdine University and how that mission will contribute to the student experience.
- Provide clear and simple directions that enable students to successfully complete the application process/enrollment confirmation process/etc.
- Offer personal tours that highlight the unique character of Pepperdine.
- Introduce the culture of Pepperdine (community, student-centric, kind, individualized) through providing a personalized, customer-service focused approach to our interactions with prospective students, their parents, and high school counselors.
- Eliminate barriers to provide greater college access to those from a variety of ethnic, geographic, social, and economic backgrounds.
- Simplify admission processes and communication to provide greater access.
- Coordinate admission and financial assistance processes and communication to increase ease of use and reduce confusion amongst prospective students.
- Educate prospective students, parents, and counselors regarding admission and financial assistance processes and specifically Pepperdine's processes.
- Utilize technology to bridge geographic boundaries and maximize staff and budget resources.
- Increase office communication to ensure we provide accurate information on phones, via email and on campus tours.
- Uphold honesty, integrity, and transparency in our recruitment practices. We will not portray Pepperdine University as something it is *not*, and we will be honest that not all students will flourish at or enjoy Pepperdine.

***The Admission Counselors seek to...***

- Intentionally integrate the mission of service into our daily and outreach responsibilities as counselors, as well as recruiters.
- Develop a comprehensive and systematic visit program for underrepresented students, community-based and school-based groups.
- Move toward being more of a pipeline than a revolving door when it comes to targeted groups (i.e. CoC groups, Fulfillment Fund, etc.)
- Systematically recruit and admit students according to articulated priorities
- Frequently compile information and feedback that will allow the counselors to be more data-driven as they make decisions regarding travel, presentation content, yield tools, etc.

***Through our on-campus events and regular visit programs, the Office of Admission seeks to...***

- Welcome all visitors to campus with a friendly and helpful spirit.
- Offer friendly, informational, and engaging student-led tours and counselor-led information sessions.
- Host authentic, smooth, personal, organized, and chaos-free events for prospective families.
- Accommodate visiting families and groups throughout their visit to campus.
- Educate families of the Pepperdine Experience.
- Act as a liaison between prospective families and other departments on campus.

***The Seaver Office of Admission Records Analysts seek to...***

- Continue to develop effective and efficient ways to process student applications and supplemental documents, leveraging available technology resources.
- Continue to provide both timely and accurate information to students regarding the status of their application files.
- Increase overall accuracy in assessing and calculating student GPAs, allowing the Admission Committee to make accurate decisions regarding applicant files.
- Compile and utilize numerical data to find trends and potential bottlenecks in the process.

- Continue to target communication to inform applicants about the Records process and empower them to self-check their applicant status.
- Provide students with more resources to submit supplemental documents more quickly (i.e. more electronic documents).

**Seaver Office of Admission: Student Learning Outcomes**

***Students will be able to...***

1. Understand and successfully navigate the various components of the application and matriculation process.
2. Describe the Christian mission of Pepperdine University.
3. Distinguish the unique characteristics of Pepperdine University.
4. Demonstrate that they are a good fit for Seaver College.

**Seaver Office of Admission: Assessment Plan**

<b>SLO</b>	<b>When to Assess</b>	<b>Direct Evidence</b>	<b>Indirect Evidence</b>	<b>Analysis &amp; Reporting</b>
1	1-May	Successful Matriculation	Admitted Student Survey*	Annual Report
2	Fall & Spring	Application/ Personal Statement	Admitted Student Survey*	see above
3	Fall & Spring	Admitted Student Survey*		see above
4	Fall & Spring	Application/ Personal Statement		see above

\* Open-ended responses

## Seaver Office of Admission: Curriculum Map

Levels of Engagement with Students:

{1} Low Engagement: e-mail and hard-copy mass communications

{2} Mid Engagement: in person interactions

{3} High Engagement: personal/special interactions

	SLO 1	SLO 2	SLO 3	SLO 4
<b>{1} Low Engagement</b>				
E-Newsletters on various topics	X	X	X	
Various mass-distribution pieces (sent to high school freshmen through juniors on mailing list)	X	X	X	
Viewbook (mailed to seniors)	X	X	X	
Search Postcard (mailed to potential prospects)	X		X	
Application Reminder E-mails (sent to seniors)	X			
Common Application Incomplete E-mails (sent to seniors who have started but not submitted an application via Common App)	X			
Admit Letter with instructions to enroll (sent via e-mail and hardcopy)	X			
<b>{2} Mid Engagement</b>				
Student-led campus tours	X	X	X	
Counselor-led Information Sessions	X	X	X	
College Fairs	X	X		
High school visits	X	X	X	
<b>{3} High Engagement</b>				
Fridays in Fall/Preview Days (specialized on-campus visit days)	X	X	X	X
Fall Regional Information Sessions	X	X	X	X
Spring Admitted Student Receptions	X	X	X	X
Malibu Reception (on campus event for admitted students)	X	X	X	X
Personalized e-mail and/or phone call from a student or counselor (all admitted students)	X	X	X	
Application Case Study Programs and Workshops	X	X	X	