

DCAD DEPARTMENT ASSESSMENT FRAMEWORK

Department: Admissions

Fiscal Year: 2009/2010

GOAL 1: Increase Enrollment while upholding admissions criteria.

DCAD Mission Reference
DCAD's mission is to educate talented and dedicated students to become art makers, idea generators, problem solvers, and visual communicators who can redefine the way we perceive and experience the world around us. It also serves as a visible stakeholder, cultural anchor, and catalyst for the revitalization of downtown Wilmington.
DCAD Strategic Plan Reference
Strategic Goal I- Increase Enrollment
DCAD Outcomes (measurable, subset of goal)
<ul style="list-style-type: none">Meet 6% enrollment increase
Assessment Methods/ Measures
Determine where students are coming from Interest from High Schools, National Portfolio Days, regionally, states, foreign countries
Identify most effective use of advertising and print material. Maintain or increase advertising online and based on how students are learning of DCAD
Use Source report (How Students Heard of DCAD) to determine best direct effort recruiting tactics. Measure incoming class academic / artistic scores.
What / Who is being assessed
Admissions Department
Frequency of Assessment Administration
assessed annually
Reliability/Validity Information
Reliability-very reliable, based on student-reported application information and high school reported grades (official transcripts)
Standard or Criterion or Benchmark (percentage expected to "meet" or "exceed" expectations for the outcomes)
6% increase in new student enrollment (fall: 134; Spring: 20)
Results (Actual Level of Achievement)
FY 09/10 Goal 120 fall 13 Spring

Actions Taken (comprehensive, narrative analysis to address results)

1. Increase number of visits and presentations to HS Art Departments (76 in FA2010)
2. Participated in 11 National Portfolio Days
3. Used bulk email distribution to attract prospects to campus visit events
4. Revised DCAD poster to hang in HS Art departments to gain name recognition

Actions narrative – (supported by results)

We increased our admissions travel to include 3 more NPD's than 2009 recruiting cycle. We also expanded our recruitment territory on a more national level.

More students attended campus visits over summer 2010 than in 2009 or 2008 due to constant email distribution.

2010: 64

2009: 22

2008: 41

Closing the loop

<u>Action</u>	<u>Person Responsible</u>	<u>Implementation Date</u>	<u>Results</u>
1. Continue to look for New High School Art departments to visit based on prospective student interest	E. Gatti	Fall 2010, yearly	visited more HS's and NPD's
2. Admissions score evaluation	E. Gatti	Fall 2010	High School GPA average remained the Same for 2010 and 2009 Art Portfolio average remained the same

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Department: Admissions

Fiscal Year: 2009/2010

GOAL 2: Utilize rolling admissions to attract qualified students after March deadline.

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DCAD Strategic Plan Reference
Strategic Goal I- Increase Enrollment
DCAD Outcomes (measurable, subset of goal)
<ul style="list-style-type: none">Meet 6% enrollment increase
Assessment Methods/ Measures
Determine effectiveness of using merit awards to attract accepted students
Assess retention of merit vs. non-merit recipients
What / Who is being assessed
Admissions Department
Frequency of Assessment Administration
assessed annually
Reliability/Validity Information
Reliability-very reliable, based on student-reported application information and high school reported grades (official transcripts)
Standard or Criterion or Benchmark (percentage expected to "meet" or "exceed" expectations for the outcomes)
6% increase in new student enrollment (fall: 134; Spring: 20)
Results (Actual Level of Achievement)
FY 09/10 Goal

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