

**Institutional Assessment 2008-2013  
Department Planning and Evaluation**

**Admissions Departmental Assessment Plan**

Location: DuPont Office Suite

Date: 12/23/2010

Department positions:

Director of Admissions

Elizabeth Gatti

Assistant Director of Admissions

Michael Kalmbach

Admissions Counselor

Bethany Roberts

Administrative Assistant

Randle Reed

**Department Mission**

The Admissions Department provides admission counseling to art students interested in pursuing an AFA degree at DCAD and attracts diverse and qualified art students to make up the student body.

**Primary Services, Programs, Functions**

1. Off-campus Recruitment
2. Campus Visit Events
3. Portfolio Reviews
4. Evaluation of Applicants
5. College Transfer Credit Evaluation
6. College Decision Advisement

**Departmental goals**

1. Increase enrollment while upholding admissions criteria
2. Utilize rolling admissions to attract qualified students after March deadline.

**Assessment: Goal 1**

What high schools and National Portfolio Days to attend to determine funds needed

Which prospective students are opening emails and responding to text messages to turn them into qualified leads to determine direct effort needed

Are advertisements and print material effective?

Report to President in regards to effectiveness of admissions criteria and whether this should be reviewed.

**Assessment: Goal 2**

Are merit awards appropriate and enough to attract students

## Goal Planning Matrix

Strategic Goal I: Grow existing programs

Department Goal	Functional Area	Responsibility	Methodologies	Resources	Measures	Outcomes	Timeline for assessment
GOAL 1: Increase enrollment while upholding admissions criteria	Enrollment	Director of Admissions	Attend off-campus events Broaden recruitment area Use social media to stay in touch with prospects Adhere to admissions criteria Provide CE workshops for high school students Work with Communications Department to develop a marketing plan	Direct effort Funds for recruiting  Funds for printed materials  Funds for workshops	Comparative report Constant Contact Report Art Teacher Survey High School Visit Evaluation	6% annual growth in new students that are  Increased yield of prospects to students  Qualified students	Fall : Annually assess whether targets have been met and use for budget planning
GOAL 2: Utilize rolling admissions to attract qualified students after March deadline	Enrollment	Director of Admissions	Revise merit allocation Contact high school teachers through out the year	Funds for DCAD institutional aid  Funds for high school visits and art teacher events  Direct effort	Comparative report  Institutional Aid	Higher yield rate of late applicants	Fall : Annually assess whether targets have been met and use for budget planning