Quality Initiative: A Communications Improvement Program between Admitted Students and the College.

Review of the Quality Initiative’s Purpose:

- Identify reasons applicants do not register
- Decrease the percentage of admitted students that do not register by 5%
- Pilot a new communication procedure for advisors contacting advisees
- Create a procedure that will foster a continued relationship between advisors and advisees throughout the advisee's education and support student success

To determine success of the pilot project the percentage of admitted students that do not register should decrease by 5%.

<table>
<thead>
<tr>
<th>Applications</th>
<th>Fall 15 (20163)</th>
<th>Fall 16 (20173)</th>
<th>Fall 17 (20183)</th>
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</thead>
<tbody>
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<td>Applications</td>
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<td>2299</td>
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<td>Admissions</td>
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<td>1639</td>
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<tr>
<td>Registrations</td>
<td>1521</td>
<td>1223</td>
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Timeline for the Initiative: Phase I

Phase 1 will include:

- **Outlined current practices used to communicate with admitted students**
  The Enrollment Monitoring Team formed in fall 2016, which initially included the Leadership team. After further discussions, it became apparent the need to bring in a consultant and pull in staff and faculty/advisors who work directly with students. Mike Kurtz, an enrollment consultant, held a two day retreat which outlined our processes from suspects to graduates. We narrowed in on the processes between the Admitted and Registered stages and discovered that there are multiple people involved with student contact and follow-up but that there are still inefficiencies, redundancies, and missed opportunities. Further work by this team has directly impacted the implementation of Phase II of the QI.

- **Created a Pilot Project**
  - Pinpoint programs that have a high percentage of admitted students who do not register - Programs self-identified and attended the first information session in August 2016.
Identified advisors who will fully participate in the pilot project - Along with allied health programs, accounting and student service advisors accepted.

Determined a start and end date to collect the pilot project data - Fall 2016 through May 2017.

Formulated an enrollment communication plan that would include:

- Admissions staff alerted advisors of new advisees admitted – Judy was querying a list from Sharepoint that included the accepted student name and assigned advisor then once a month sent a chart to that advisor for reporting. Recommendation for change in who pulls info or send notification.

- Advisor contacted admitted student – Some advisors used phone or email to follow-up - The phone contact was difficult to achieve results and would often result in a no answer or voicemail message.

- Advisors obtained permission from admitted student to contact them via text message – Just one advisor requested to have advisees added to GradesFirst to text.

- Advisor scheduled a placement testing date with the admitted student – discovered faculty advisors were limited on knowledge about testing, how to test and dates available or were unable to have advisee respond via phone or email.

- Advisor scheduled an advising appointment with the admitted student – not clear if student attended the SOAR dates because of advisor contact or because of the acceptance letter information, postcard or phone call about SOAR.

- Advisor scheduled registration appointment with the admitted student – same as above.

- Advisor determined if admitted student does not plan to register – some would find that student might be making another choice or does not respond.

- Advisor recorded reasons admitted student do not register – very few documented reasons.

- Gathered data over two semesters – done – see below

- Reviewed outcomes – will know after drop/after numbers are run (September 1st)
First Summary:
In December, 2016, advisors were asked to report on the calls made and the admitted students who registered.

18 advisors participating in the pilot project
3 months of data provided 106 admitted students with complete files
8 (of the 18) advisors have reported their results
33 students have been contacted
  8 students planned a spring start and have registered
  7 students planned a spring start but have not registered
  10 students are planning a Summer or Fall 17 start
  1 student is working on a suspension appeal with the advisor
  3 students are still unsure if they will attend Minnesota West
2 students were called, a message was left by the advisor, the student did not respond
2 students have decided not to attend Minnesota West, both plan to register at SMSU

Comments offered by advisors:
“After contacting students, I became the go-to person for all questions.”

Midyear meeting needed to clarify communication.

Second Summary:
In April, 2017, advisors were asked to report on the calls made and the admitted students who registered.

16 advisors participating in the pilot project
3 months of data provided 63 admitted students with complete files
6 advisors have reported their results
10 students have been contacted
  2 students planned a fall start and have registered
  4 students planned a fall start and have registered for orientation
  1 student planned a spring start but did not have financial aid in place
2 students have decided not to attend Minnesota West
Reasons why not attending
  Plan to go to SMSU
  Moved to South Dakota
8 students were called, a message was left by the advisor, the students did not respond

Comments offered by advisors:
“After contacting students, I became the go-to person for all questions.”
“I feel like the biggest issue is timing. I am here during the day and not in the evenings when maybe one could get a hold of them.”
Timeline for the Initiative: Phase II

Phase 2 will include but not be limited to:

- Create a student survey to measure student satisfaction from registration to degree completion – Spring 2018
- Based on results of pilot project – Fall 2017 and Spring 2018
  - If the pilot project results showed an increase in the number of admitted students who registered:
    - Create an advisor training session for the new enrollment management plan
      - Will conduct training that focuses on communication and tools – survey faculty advisors/advisors on needs, (i.e., Accuplacer chart, Advisee list, GradesFirst, DARS, etc.)
      - Expand communication to the college that sometimes may be limited to student services or OneStop.
      - Admissions Processors will send a short message notifying advisor of new advisee.
      - Advisor will have a communication template that introduces him or her to advisee
      - End date advisees after one year of inactivity
      - Notify student of advisor on Acceptance letter
      - Notify advisee/advisor of program/advisor change
  - If the pilot project results did not show an increase in the number of admitted students who registered:
    - Review data and why the results? Implement process changes from Enrollment Monitoring Team
    - Revise plan and implement training
      - Implement plan, with revisions if necessary, with all college advisors
      - Continue to collect data over the next two semesters

April 2018: Create a student survey to measure student satisfaction from registration to degree completion

May 2018: Collect student satisfaction survey, review enrollment data, revise plan for implementation