University Goal: University Goal 1.1 – Enhance Access to the University

Unit Mission/Goals: The Office of Admissions and Recruitment at Florida A&M University maintains as its mission: the identification, recruitment, admission and matriculation of First-Time-In-College (FTIC), transfers, and special students who comprise a diverse student population that includes academically gifted Florida and Non Florida residents, international, minority, traditional and nontraditional aged students who will receive inspirational teaching, relevant research, and meaningful service to enhance humankind.

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<td>Increase the number of First-Time-In-College and Community College transfer students</td>
<td>Direct Measure(s) Increase the number of First-Time-In-College students contacted, processed, accepted and matriculated by the Office of Admissions and Recruitment over the previous year.</td>
<td>Direct Measure(s) • Track the number of students contacted, processed, accepted and matriculated using our integrated system. • Track the weekly and/or monthly service level of the Office of Admissions and Recruitment using our integrated system.</td>
<td>Results indicate that applications increased by 13%. A total of 12,170 applications were tracked via daily and weekly reports and queries. For the 2008-2009 Fall semester, 9,201 prospective students were recruited. Approximately, 3,260 have applied, 962 admitted, 343 denied, and 1,961 incomplete.</td>
<td>The University’s recruitment tracking system required critical technical enhancements and could therefore not be utilized. EIT has identified a technical consultant to make the enhancements, and the Division of Student Affairs is identifying funds to hire staff to insure continuous use of the module. The module should be fully implemented by December 2008.</td>
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Direct Measure(s) Increase the number of First-Time-In-College students contacted, processed, accepted and matriculated by the Office of Admissions and Recruitment over the previous year.

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| Improve the response time to prospective student and applicants. | Direct Measure(s)  
- Decrease the response time for follow up, admit and denial correspondence  
- Increase the numbers of | Direct Measure(s)  
Evaluate the processing time between information being received and response  
Reduce the number of status check calls | Direct Measure(s)  
Calls were not reduced during fall and early spring due to increased numbers of applications being submitted. The university determined additional staff was needed. Prospective students: A call center was | Four OPS staff were added to the department to assist with application processing. Staff from the VP’s office assisted with data entry of manual applications. | Title III proposal was written to identifying funds to hire permanent staff to process applications. |
| Increase the Number of Presidential Scholars | Direct Measure(s)  
- Increase the number of prospects, applicants and admits who meet the criteria for Presidential Scholarships  
- Increase the number of Scholarship offers made to scholarship eligible students | Direct Measure(s)  
Compare the number of students offered scholarships from 2007 - 2008  
Indirect Measure(s) Compare the number of activities hosted during 200 to that of 2008 | Direct Measure(s)  
In 2007, 582 scholarship offers were made and 5 were National Achievement Scholars.  
In 2008, 1670 offered were made and 444 were National Achievement Scholars.  
Scholarship Offers  
| Scholarship Offers  
| LGB | 12 | 310  
| DSA | 135 | 436  
| GMG | 3 | 524  
| FCC | 67 | 280  
| AHS | 11 | 8  
| PSS | 354 | 112  
| Total | 582 | 1670  
| Indirect Measure(s)  
The university hosted—of events in 2006-2007 compared to — in 2007-2008 | The university launched its first Presidential Bus Tour in the spring of 2007 and hosted seven recruitment receptions and activities. | The university will increase the number of events hosted in 2008-09 |
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<td>contacts made with applicants</td>
<td>Indirect Measure(s) Decreased complaints</td>
<td>set up to communicate with students who had incomplete files. Over 700 calls were logged. 100% (12,170) applicants were contacted bi-weekly and monthly via emails and phone calls. The overall enrollment was up 400 students from Fall 2007.</td>
<td>University’s Title II program identified funds to hire five temporary employees to aid in processing applications and hired an interim Director of Admissions to reduce processing time.</td>
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<td>• Decreased number of phone calls regarding status checks</td>
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<td>• Positive feedback from students, counselors, parents, and alumni</td>
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<td>Increase the level of recruitment marketing and advertising</td>
<td>Direct Measure(s)</td>
<td>Direct Measure(s) Ads were place in multiple magazines across Florida and the US. We ads were place with Hobson’s, Florida Trend Next and College Board</td>
<td>Direct Measure(s) the University received thousands of prospects from the web ads that were placed. Student were sent information on the University. Over 20,000 pieces of recruitment material was sent to alumni and other recruitment fairs.</td>
<td>A process for determine ad placement has been created.</td>
<td>The area will partner to create new ads.</td>
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<td>• Increase the number of FAMU prospects via recruitment marketing and advertising</td>
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<td>from prospects, parents, counselors, alumni and others</td>
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<td>by way of the President’s Bus Tour, recruitment staff, alumni organizations, and the State’s education fairs, the University garnered a large increase of people supporting the University’s efforts.</td>
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