

## Assessment Report Matrix University of North Texas

**Department/Unit:** Office of Admissions

**Date:** February 2, 2004

**Person Completing the Form:** Marcilla Collinsworth/Rebecca Lothringer/Tammy Lowrie

**E-Mail:** marcilla@unt.edu

**Department/Unit Head (after reviewing the form):** Marcilla Collinsworth

**Mission:** The mission of the Office of Admissions is to provide the highest quality of service and meet the needs of all undergraduate prospective students and applicants to the University of North Texas. The customers we serve include all prospective students, applicants, parents, secondary school counselors, community college personnel, and the general public. In so doing, we will:

- **Attract and recruit an undergraduate student body that is diverse and academically competitive.**
- **Admit, through the Admissions academic screening process, an academically strong student.**
- **Increase the image and awareness of the University of North Texas by providing exceptional special events such as; high school counselor update programs statewide, large recruiting events in the Dallas/Fort Worth Metroplex, community college programs and bi-annual college preview programs.**
- **Provide timely follow-up to all admission inquires, including recruitment inquiry cards, letters, electronic mail, departmental referrals, student searches, and all inquires to our undergraduate programs and services.**

Expected Outcomes	Assessment Tools/Measurement	Assessment Results	Changes based on Results Taken	How do changes help UNT meet its Vision and support student learning?
90% of inquiries made to the Office of Admissions for information regarding the University of North Texas will be processed within two weeks.	Random sample of 40 mailed inquiries, 10 samples each over a 4 day period. Inquiries sorted by date inquiry submitted by prospective student and subsequently the date the inquiry information was entered into the APPX System. Sample excluded inquiries from recruitment programs - sample taken during non-peak recruitment period.	Of all mailed inquiries, 40 units taken, sampled, 100% of inquiries met the expected outcome of two weeks. Assessment results indicated that all "inquiries were entered same day as received" - well above expected outcome	Continue to meet goal of 90% of inquiries answered within two weeks, but strive to include in future assessments inquiries from recruitment programs as well as mailed inquiries.	Timeliness in inquiry processing provides UNT the opportunity to meet the vision of an "inclusive and diverse population" and "creating an informed citizenry". Efficiency in processing inquiries provides students the information to "access education" at UNT - whether at our main campus or our Dallas campus.

## Assessment Report Matrix University of North Texas

Expected Outcomes	Assessment Tools/Measurement	Assessment Results	Changes based on Results Taken	How do changes help UNT meet its Vision and support student learning?
90% of all Applications for Admission will be processed within two weeks of receipt of application.	Random sample audit of 100 Applications for Admission both received by the Reception Desk as well as received electronically. Sample included files for Spring 2004 (n=34), Summer I (n=20) & II (n=7) 2004 and Fall 2004 (n=39).	Of all active files, 100 units taken, sampled, 78% fall within the expected outcome of two weeks.	Based on the results found in our assessment of the random sample, our goal will remain the same. EIS implementation had considerable effect on the timeliness of application entry for the Fall 2004 files - making up 39% of the sample. Of the 22 files not processed within the 2 week goal, 72% (16) were Fall 2004 files	Timeliness in application processing provides UNT the opportunity to meet the vision of an "inclusive and diverse population", "creating an informed citizenry" and "high quality graduates." Efficiency in processing applications provides students the avenue to "access education" at UNT - whether at our main campus or our Dallas campus.
90% of all completed files (excluding review files) will be processed and admissions decision made within one week of date of completion.	Random sample audit of 100 completed files. Sample included files for Spring 2004 (n=74), Fall 2004 (n=26). Due to random sampling, no Summer files were audited.	Of all completed files, 100 units taken, sampled, 92% fall within the expected outcome of one week.	Results found exceeded our goal. However, based on the results found in our assessment of the random sample and the EIS implementation for application processing, our goal will remain the same.	Timeliness in admissions decisions provides UNT the opportunity to meet the vision of an "inclusive and diverse population", "creating an informed citizenry" and "high quality graduates." Efficiency in admissions decision notification provides students the avenue to "access education" at UNT - whether at our main campus or our Dallas campus.

## Assessment Report Matrix University of North Texas

Expected Outcomes	Assessment Tools/Measurement	Assessment Results	Changes based on Results Taken	How do changes help UNT meet its Vision and support student learning?
90% of applicants requiring review (students who do not meet published Admissions Requirements) will be reviewed and a decision returned to the applicant within two weeks from the time the file was sent for review.	Random sample audit of 100 review files. Sample included files for Spring 2004 (n=39), Summer I (n=2) 2004 and Fall 2004 (n=59). Due to random selection of the sample, no Summer II 2004 files were audited. First review decision was used to set the time necessary for review.	Of all review files, 100 units taken, sampled 98% fall within the expected outcome of two weeks.	Results found exceeded our goal. In order to further improve service to our students, a future goal will be set that 90% of all review files will be reviewed and a decision returned within one week.	Timeliness in the review of applicant files provides UNT the opportunity to meet the vision of an "inclusive and diverse population", "creating an informed citizenry" and "high quality graduates." Efficiency in application review provides students the avenue to "access education" at UNT - whether at our main campus or our Dallas campus.
90% satisfaction rating for the Office of Admissions at the University of North Texas.	The Graduating Student Survey was sent to 3,931 graduating seniors; 1,815 responded to the question that measured the satisfaction rating of the Office of Admissions.	The Graduating Student Survey indicated that the Office of Admissions had a 95% satisfaction rating according to the graduating seniors who completed the survey.	The results exceeded our expected outcome. The expected outcome will continue at a 90% satisfaction rating.	High quality service provided by the Office of Admissions promotes opportunities for "excellent, accessible and affordable higher education" to a demographically diverse population.
At least 90% of the participants, high school counselors and institutional representatives, considered the NorTex College Fair, hosted by the Office of Admissions, a successful event.	An evaluation survey was distributed to all high school counselors and institutional representatives that attended the NorTex College Fair.	The evaluation survey indicated that six questions relating to the overall success of the NorTex College Fair were not included. Of the questions asked, very favorable responses were received.	Two questions will be added to the evaluation survey: 1) Overall Rating of the NorTex College Fair and 2) Success of the NorTex College Fair. The expected outcome will continue at a 90% satisfaction rating.	In order to address the needs of high schools in the surrounding area and their students and parents, the UNT Office of Admissions acts as a community leader by hosting the NorTex College Fair each year.

## Assessment Report Matrix University of North Texas

Expected Outcomes	Assessment Tools/Measurement	Assessment Results	Changes based on Results Taken	How do changes help UNT meet its Vision and support student learning?
90% of high school counselors attending Counselor Update seminars statewide will indicate that the information provided is excellent.	An Evaluation Survey is distributed to all participants who attend the Counselor Update seminar statewide.	On average, a 95.1% rating was achieved and falls within the expected outcome	The results exceeded our expected outcome. The expected outcome will continue at a 90% satisfaction rating.	As the university strives to be an inclusive and diverse institution, the Office of Admissions provides needed information as a premier educational resource to high school counselors, both in the Dallas/Fort Worth Metroplex and the State of Texas.
At least 50% of student contacts, defined as those students requesting information from recruitment events, will be amongst an ethnically diverse population.	A recruitment report is maintained for every event. Final summary is reported annually in the Office of Admissions Annual Report. Our student contact population is derived from total number of cards returned as listed in the recruitment report summary.	A total of 544 events were attended, yielding 22,819 students requesting additional information from UNT. Results indicated 13,033 (57%) were students from an ethnically diverse population.	Future goal will be set to increase ethnically diverse student contact, as measured in this sample, to 60%.	This particular assessment addresses the vision to make UNT an inclusive and diverse institution.
90% of all Texas Common Applications for undergraduate admissions at UNT will be received electronically.	This is reviewed annually for the Office of Admissions Annual Report and monitored throughout the year. The administrative website for the Texas Common Application provides a weekly summary of electronic applications.	Data is reviewed weekly and monthly. Final data is available for total number of applications at the end of a registration cycle. For Fall 2003, 15,386 total undergraduate applications, freshmen and transfers, were received - 13,493 (87.7%) received electronically.	Continue to strive to obtain 90% of all applications received electronically.	The use of the Texas Common Application, electronic version, addresses UNT's desire to lead "in offering learners access to education through...electronic resources."