

Visitor Services

Campus Participation

Goal Description:

Increase involvement of on-campus recruitment efforts regarding campus events for academic departments/colleges.

RELATED ITEMS -----

RELATED ITEM LEVEL 1

Campus Events

Performance Objective Description:

We will work with academic departments and colleges to help them coordinate the planning and marketing for on-campus events, at which recruiting opportunities can be increased. This will help us to build relationships with on-campus entities to the Division of Enrollment Management, but also to aid the academic departments in utilizing our services, rather than adding more workload to professors during the academic semesters.

RELATED ITEM LEVEL 2

Events

KPI Description:

Add at least two more ExCEL (Exploring College Education & Life) programs to the current offerings by Aug '17.

Results Description:

Goal not met.

While we made progress laying the groundwork for developing these programs with our campus academic partners, the goal was not achieved of actually hosting more of these events. Due to some changes and shortages of staff members, we were unable to focus on building these programs the way we intended. Instead, we were working to make sure our flagship programs (Saturday@SAM, Scouts@SAM, etc.) were executed as successfully as possible.

Improve Effectiveness

Goal Description:

The Visitor Center will implement assessments to allow for improvements in areas that are not as effective.

RELATED ITEMS -----

RELATED ITEM LEVEL 1

Student Tracking

Performance Objective Description:

The Visitor Center will convert visiting prospective students to applicants/enrolled students at SHSU.

RELATED ITEM LEVEL 2

Conversion

KPI Description:

Through the use of data tracking, we will run reports through Hobsons to determine the percentage of students (of applicable age) who apply and subsequently enroll after they attend a visitor center presentation and tour. The end goal is to have a conversion rate of greater than or equal to 50%.

Results Description:

Total students (those that have provided enough personal information to track) that toured campus and/or attended a recruitment event offered by Visitor Services and was of applicable age/qualifications to apply/enroll equaled:

Toured: 4,681

- Applied: 2,982 (63%)
- Enrolled (as of 8/3/17): 1,635 (34%)

Goal not met.

Spanish Speaking Tours

Goal Description:

Increase Spanish Speaking Tour Offerings

RELATED ITEMS -----

RELATED ITEM LEVEL 1

Increased Options - Spanish Tours

Performance Objective Description:

Addition of session offering for Spanish Tours to include Admissions, Financial Aid, and Residence Life department presentations.

RELATED ITEM LEVEL 2

Implementation - Spanish Tours

KPI Description:

A comprehensive Spanish Speaking Visit Program will be implemented by Spring '17

Results Description:

Did not make significant advancement towards fully functioning program.

Admissions – The office currently employs one Spanish-speaking counselor, often out on recruitment travel, and therefore unavailable on many of the Friday Spanish tour times. Spanish-speaking Visitor Services staff cover Admissions information as needed.

Financial Aid – The office currently employs one bilingual employee who previously served as a Financial Aid Counselor. On a need-based schedule of availability, she serves as the Spanish-speaking liaison for prospective and current students. Her current job responsibilities are no longer directly counseling students. On occasion, her current position disallows her from being available for all Spanish tour offerings. Both Spanish-speaking full-time staff on the Visitor Services Staff completed Financial Aid training with Kristy Mills in order to gain Banner access to student information and act as additional resource for students and families.

Residence Life – Visitor Services’ SAMbassadors were trained in conducting Spanish Residence Life tours, as there are no bilingual Residence Life Ambassadors nor full-time employees currently on the Residence Life staff.

Summer Recruitment Efforts

Goal Description:

Add a summer SHSU Bridge Program.

RELATED ITEMS -----

RELATED ITEM LEVEL 1

Creation - Summer Bridge Program

Performance Objective Description:

Create a Summer Bridge Program to give prospective students a more hands on informational experience regarding higher education at SHSU. This will also help with the transition from high school to university life, preparing students for success.

RELATED ITEM LEVEL 2

Events

KPI Description:

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