

**KEAN UNIVERSITY**  
**DIVISION OF ADMINISTRATION AND FINANCE**  
**OFFICE OF UNDERGRADUATE ADMISSIONS**  
**2013 – 2014 Assessment Report**

Mission Statement:

The mission of the office of undergraduate admissions at Kean University is to provide information and guidance to all prospective students for the purpose of recruiting and admitting a diverse student population.

Vision Statement:

The shared vision is to provide students of diverse groups opportunities to receive an appreciated college education and to benefit from cultural experiences that will enhance and expand the lives of students.

Goals, Objective and Actions

Goal 1: To attract and recruit freshman, transfer, international and returning students.

**Contributes to** Strategic Plan Goal Outcome 2: To attract and retain more full-time, first-time undergraduate students, transfer and graduate students

SMART OBJECTIVE 1.1. Recruit an incoming student body of students that have the potential to be successful at Kean University.

Action 1.1.1. Attended College Fairs, high schools and other venues within and outside the state of New Jersey

2013-2014 – Among the seven admissions counselors, there were visits to 525 college fairs, high schools and other community-based venues.

**Action:** Counselors contacted students from each visit to share information about Kean's academic programs and upcoming admissions events.

Action 1.1.2. Visited feeder high schools in Union, NJ, weekly, to continue to build on relationships with high school counselors.

2013-2014 – Each week, Admissions Counselor, Lynnette Diaz, made contact with at least five feeder schools to identify the high school students who had an intense interest in attending Kean University

**Action:** Based on the contacts with the feeder schools, Ms. Diaz was able to receive a ten percent increase in applications and stay in contact with the students who showed an interest in Kean University.

Action 1.1.3. Set up On-Site Decision visits for freshman and transfer students via high school visits and utilizing the New Jersey Transfer website for transfer students.

2013-2014 – One hundred and thirty-three On-site Decision visits were conducted at high schools during the fall semester of 2013

Twenty-four On-site Decision visits were conducted at Kean University for high school students. Around eighty On-Site Decision visits were conducted at Kean University for transfer students.

**Action:** Seventy-five of the applications and transcripts received at the freshman and transfer On-site Decision events met the criteria that were required for an instant decision. The applications and transcripts received during the On-site events were processed within a 48 hour time span.

Action 1.1.4. Send Admissions literature to high school and county college counselors during the fall and spring semesters.

2013-2014 – For the fall semester of 2013: Two hundred and nineteen Admissions Informational Packets were mailed to high school counselors.

Twenty-one Informational Packets were mailed to the New Jersey County Colleges

Eighty-five thousand postcards were mailed to students selected from the College Board Student Search Name List

**Action:** As a result of sharing literature with high schools and county colleges, the Undergraduate Admissions Office has been able to provide updated information about Kean University to students who attend the public high schools in New Jersey and to college students who attend county colleges.

Action 1.1.5. Contact county college counselors to establish information sessions, on the premises of the county colleges, for the purpose of meeting students who have an interest in transferring to Kean University to complete their four-year degree.

2014-2016 – An established outreach program is being implemented to contact county college counselors for the purpose of sharing Kean University academic offerings.

**Action:** By 2016, an active partnership between Kean University and county colleges will be in full force. The full-force program will include an Articulation Agreement process between Kean University and the county college that will be implemented.

Action 1.1.6. Established Friday Transfer Walk-ins Days was created for transfer students interested in having their transcripts reviewed by Transfer Evaluators for possible admission

2013-2014 – During the spring semester of 2014, a Friday Transfer Walk-In Program was established. Since the inception of the program, approximately 175 students have visited the Undergraduate Admissions Office to have their transcripts reviewed by Transfer Evaluators

**Action:** As a result of the Walk-In Days, there has been a 15 percent increase in the number of students who have registered for classes for the 2014 fall enrollment class

**SMART OBJECTIVE 1.2. Maintain a strong applicant pool to meet the undergraduate admissions enrollment goals.**

Action 1.2.1. Subscribe to the SAT College Board student search file to review, select and contact students, who have the potential to succeed at Kean.

2013-2014 – During the spring semester of 2014, collaborated with University Relations to send 85,000 students based on the College Board search list. In addition to the UR emails, office weekly emails were sent to students who listed Kean, on the FAFSA form, as their first or second school choice.

**Action:** Constant contact has been with 100 percent of the students who applied to Kean for the purpose of marketing and promoting Kean University

Action 1.2.2. Send “Get to Know Kean” packets to students who submit applications to Kean during the early stages of the admission process.

2015-2016 – A “Get to Know Kean” email will be sent to every student who applies to Kean during the months of October 2014 and January 2016 to help students make early decisions about their school of choice.

**Action:** It is anticipated that students who receive information about Kean during the early stages of the student decision-making process will be more familiar with the University and will cultivate stronger relationships with the Admissions Counselors

Action: It is anticipated that there will be an increase the number of early decisions of students in their selection of Kean University.

Action 1.2.3. Send correspondence to every student who fill out and submit inquiry cards to Kean University

2013-2014 – During the fall semester, ninety percent of the inquiry cards received within the Office of Undergraduate Admissions are logged in by student Ambassadors.

**Action:** One hundred percent of the prospective students who were logged in by the Ambassadors were contacted by either the student Ambassadors, the Admissions Counselors or the office managers.

Goal 2: Provide pertinent enrollment information to prospective students.

**Contributes to** Strategic Plan Goal Outcome 2.2: Improve admissions processes, from recruitment to registration, to ensure that the Kean experience begins from the first touch

SMART OBJECTIVE 2.1. Collaborate with the Financial Aid Office to ensure that financial aid packages are sent to prospective students.

Action 2.1.2. At the beginning of each semester, provide the Financial Aid Office with the names of every student who apply to Kean University.

2013-2014 – Ensure that one hundred percent of the students who apply to Kean receive a financial aid package within 48 hours

**Action:** Every Tuesday, the Financial Aid Office provides the Undergraduate Admissions Office with up-to-date data on the number of students who have received financial aid packages.

SMART OBJECTIVE 2.2. Collaborate with the Residential Student Services Office to ensure that literature is sent to prospective students.

Action 2.2.1. Provide the Office of Residential Student Services with the names of every student who applies to Kean University for the purpose of having one hundred percent of the students receive information regarding residing on campus.

2013-2014: Ensure that one hundred percent of the students who desire housing receive notification from the Residential Student Services Office.

**Action:** Every Tuesday, the Residential Student Services Office provides the Office of Undergraduate Admissions with up-to-date data on the number of students who have applied for housing.

SMART OBJECTIVE 2.3. Collaborate with the Student Accounting Office to ensure that information regarding tuition payment is provided to incoming students.

Action 2.3.1. Provide the Student Accounting office with the names of every student who applies to Kean University for the purpose of having one hundred percent of the students receive timely and accurate information on deadlines, guidelines and procedures administered by the Student Accounting Office

2013-2014: Ensure that students who apply to Kean receive notification on tuition bills, deadlines and possible forfeiture information from the Office of Student Accounting

**Action:** Under the leadership of the Vice President for Enrollment Management, during months of March through May, review all deadlines and guidelines to make sure students receive pertinent information on tuition payment in a timely manner.

Goal 3: Meet the annual recruitment goal.

**Contributes to** Strategic Plan Goal Outcome 2: To attract and retain more full-time, first-time undergraduate students, transfer and graduate students

**Contributes to** Strategic Plan Goal Outcome 5.5: Strategically expand offerings at community colleges in the state so that Kean University becomes a first choice for transfer students

SMART OBJECTIVE 3.1. Establish the annual enrollment goal

3.1.1. Set the enrollment yield for freshman and transfer students during the month of October.

2013 – 2014: Review the previous year's enrollment yield for freshman and transfer students.

2013 – 2014: Evaluate the recruitment counselors' territory goals that combine the overall recruitment goal.

2013 – 2014: Retrieve the names of students who chose Kean as their first and second choices on the FAFSA (*Free Application for Federal Student Aid*)

**Action:** During the month of October, meet with the University President to discuss and settle on the following year's enrollment goal.

Action 3.1.2. Evaluate the recruitment counselors' territory goals that combine the recruitment goal.

2014 – 2015: To ensure equity in recruitment, the territories will be divided to provide an equal number of students to recruit per counselor.

***Action:***

Action 3.1.3. Make contact with every new student who starts an application but does not submit an application.

2013 – 2014: Work with the Media Publications unit to send emails to students with started applications to encourage them complete and submit their applications to Kean University.

**Action:** Emails will be sent to students every two weeks, for a stretch of three months.

SMART OBJECTIVE 3.2. Increase awareness of the prospective student population among academic program departments

Action 3.2.1. Provide the deans of academic departments with statistical profile reports on students who have submitted applications to attend Kean University.

2013 – 2014: Visit the Counsel of Deans meetings once per month to share profile information on prospective students.

2013 – 2014: Invite faculty and administrators to participate in the four open house events offered each year.

**Action:** Meet with Deans for the purpose of developing an understanding of the type of student that comes to Kean in order for the academic departments to adequately prepare students for great classroom learning opportunities.

Goal 4: Inform prospective students, their families, and high school counselors about the admissions process through social media



Contributes to Strategic Plan Goal Outcome 2.2: Improve admissions processes, from recruitment to registration, to ensure that the Kean experience begins from the first touch

SMART OBJECTIVE 4.1. Use social media on a daily basis, to make contact with students on the offerings of the University and to identify the needs of the prospective students.

Action 4.1.1: Hire two student employees to provide messages on Face Book and Twitter regarding the Admissions activities and enrollment processes.

2013 – 2014: Two Student Ambassadors were assigned to share information about Kean University via the social media sites.

**Action:** Through Face Book and Twitter, over 1000 students responded to information shared about Kean University.