

**USF SARASOTA-MANATEE
ASSESSMENT PLANNING RECORD
2016-17**

UNIT:	Name of Unit (Andy Telatovich, Director of Admissions and Financial Aid)
MISSION:	The mission of Admissions and Financial Aid is to serve students throughout the college search, admissions, and financial aid process while maintaining the accuracy and efficiency of academic and financial evaluations. The office also seeks to enroll a talented and diverse student body who is academically prepared to succeed. This is accomplished using multiple recruitment strategies and by working closely with the variety of populations we serve. The goal with each population is to assist each individual with timely information and services that enable students to reach their academic goals.
2015-20 USFSM STRATEGIC PLAN GOALS:	<p>STRATEGIC GOAL #1: Student Success Ensure student retention, timely completion, employment success, and student satisfaction.</p> <p>STRATEGIC GOAL #2: Campus Life Foster an intentional culture of campus engagement.</p> <p>STRATEGIC GOAL #3: Intentional Enrollment Management Strategically recruit and retain students by growing existing programs and creating new programs of strategic emphasis or demonstrated demand.</p> <p>STRATEGIC GOAL #4: Teaching and Learning Explore and implement innovative technologies and pedagogical methods that increase student engagement in the learning process and improve student learning outcomes.</p> <p>STRATEGIC GOAL #5: Scholarly Activity Recognize and support diverse faculty and student research activities.</p> <p>STRATEGIC GOAL #6: Community Engagement Build and be known for a community engagement identity in partnership with a variety of organizations throughout the service area.</p> <p>STRATEGIC GOAL #7: Resources Preserve, grow, and diversify the human, physical, financial, private, and other resources, aligning them to support the strategic goals.</p>

<p>UNIT GOALS:</p>	<ol style="list-style-type: none"> 1. Develop USFSM Enrollment Management Plan (Aligns with USFSM Goal 3) 2. Implement FUSE Program with the State College of Florida (Aligns with USFSM Goals 1, 2, 3) 3. Assist students with the financial aid and scholarship processes - Assist students in securing financial aid and increase awareness of financial aid's role in providing access to higher education. Provide information and guidance to students and parents regarding the various financial aid options and qualifying requirements along with the complexities of regulations and processes (Aligns with USFSM Goal 3). 4. Increase diversity in application pool and new student enrollment (Aligns with USFSM Goal 3) 5. Utilize surveys and data for evaluation and tracking (Aligns with USFSM Goal 3) 6. Meet academic profile goals: Recruit and enroll academically talented students with high predictors of student success at USFSM. Enroll students that contribute to a strong academic profile for the university (Aligns with USFSM Goals 1, 3) 7. Admissions and enrollment: Continue to develop knowledge, efficiency and best practices for both undergraduate and graduate admissions processes. Meet targets for applications, admissions, and enrollments for various student populations (Aligns with USFSM Goal 3). 8. Launch USFSM Dual Enrollment Program with Sarasota County Public High Schools (Aligns with USFSM Goal 1, 3) 				
<p>OUTCOME</p>	<p>Unit Goal</p>	<p>Means of Assessing Outcomes</p>	<p>Assessment Data</p>	<p>Plan Resulting from Analysis of Assessment</p>	<p>Vice Chancellor's Response (Dr. Osborn)</p>
<p>Outcome 1: Increased conversion and yield percentages of applied-to-admitted-to-enrolled to increase overall new student enrollment across the continuum.</p>	<p>6, 7</p>	<p>FTIC, Transfer, Graduate Conversion and Yield Percentage: Data collected and reviewed from USF INFOCENTER. Increase USFSM student academic year app-to admit conversion percentage by 2% and admit-to-enroll yield percentage by 1%.</p>			
<p>Outcome 2: Meet 2015-2020 Strategic Plan outcomes related to Admissions and Financial Aid.</p>	<p>6</p>	<ol style="list-style-type: none"> 1. Fall 2016 FTIC Average HS GPA = 3.82 2. Fall 2016 FTIC Avg SAT: (Old SAT 3-score = 1665) (New SAT 2-score = 1,090) 3. FTIC in Top 10% of Graduating HS Class = 26% 4. % of Adult (25+) undergrads enrolled in Fall 2016 = 49% 			

		5. % Fall 2016 Undergraduates on Pell Grants = 20%			
Outcome 3: Utilize surveys and data to evaluate customer satisfaction, make recommendations for improvements, and how we can refocus our efforts to have an improved return on investment.	5	Administer, track, and use results from electronic surveys taken by prospective student walk-ins and those in attendance at recruitment events and campus tours.			
Outcome 4: Manage awarding of all FTIC merit scholarships. Award and leverage our Foundation scholarships to strategically recruit students.	3	Track awarding of Foundation Scholarships and compare with enrollment data and academic profile data.			
Outcome 5: Create Enrollment Management Plan	1	Establish new priorities, procedures, and activities consistent with admission policies to reach enrollment goals. Assess program outcomes to evaluate success. Review and further develop communication plan.			
Outcome 6: Increase percentage of diversity in new student enrollment.	4	Data collected and reviewed from USF INFOCENTER. Analyze application to enrollment data and recruitment efforts that pertain to minority students.			

<p>Outcome 6: Launch FUSE Program</p>	<p>2</p>	<p>Enrollment of students at the State College of Florida who commit to FUSE Program. Number of academic pathways established. Hiring of USFSM FUSE advisor/recruiter.</p>			
<p>Outcome 7: Launch USFSM dual enrollment program with Sarasota County and work to expand course offerings.</p>	<p>8</p>	<p>Enrollment of students in dual enrollment for Spring 2017 and Summer 2017 terms. Additional courses added for fall to the 14 courses that are already approved in our agreement with Sarasota County for the spring and summer terms.</p>			

Chancellor's Response (Dr. Sandra Stone):