Best Practices Topics- Admissions

**Overarching Best Practices:**
- Type documentation (communication and operation calendars, end of the year reports, etc.)
- Use of analytical & historic data and decisions informed by research
- Personalize attention complimented by technology (program descriptions & open houses on web site, registration online with auto confirmation messages, emails, and etc.)
- Systems in place (i.e., how to process an app, how to set up interviews, how to update web site, how to train staff, etc.)

**Electronic Communications**
- Communication Calendar created annually for each department
  - includes emails and mailings
  - reviewed by each department based on their admissions cycle
  - track communications (i.e., Google Analytics, query reports, etc.)
- Web site
  - videos (i.e., Postbac, webisodes UG)
  - online inquiry request card by department
  - online open house invitations with registration and auto reply confirmation
  - make clear links to apply and other information

**Recruitment Travel**
- AO’s research to select recruitment efforts
- Recruitment schedule sent to inquiries.
- Fall travel is planned in the summer
- Spring travel is planned in early January
- Travel schedules will be posted on web pages
- Communications will be sent informing prospects of upcoming events
- Typed Reports
- Admissions Annual Planning retreat held on campus in June
- Admissions Event Calendar created listing all admissions events
- Human Capital

**Publications**
- Website
- Brochures
- Online Newsletter
- Postcards
- Invitations
- Publication materials linked with communication calendar

**Prospect Cultivation**
- Need to get data in the system in the most efficient and least labor intensive way
- Queries run for prospects
• Names purchased for Undergraduate Admissions, de-duped, and entered in PS – Follow ups generated by Communications Calendar
• On Campus and Off Campus events prospect information entered into PS and coded – Queries run to track these prospects (i.e., college fairs)
• Interviews (on and off campus, Skype)
• Coding referral source codes
• Follow-up communication to references to enroll applicants (GSSWSR)

Managing the Inquiry Pool
• Communications are assigned for each incoming action, i.e. campus visit, college fair, informational interview - Coding of referral source codes in PS.
• Follow up contact is done based on Communication Calendar for each department.
• Queries are used to track inquiries, communications target groups, and success rates for future planning.
• Online inquiry card that is uploaded in PS.
• Require email address to enter certain web pages (GSSWSR)

Applicant Yield
• Self Service online
• Online Chats for accepted students
  ▪ faculty
  ▪ current students
• admissions officers (AO)
• Facebook Page for accepted students
• Hand written notes to accepted students by AO
• Alumnae phone calls to congratulate students and receptions
• Open Campus Days and Accepted Applicants Days in April
• Phone-a-tions by current students
• All yield activities typed and planned in advance
• Reports for analytical and statistical purposes
• Summer outreach
• Invitation to special events

Technology Initiatives/Products
• People Soft training
• Tailored email messages
• Self Service
• Web site updates
• Skype interviews
• Vendors as partners to solve system issues

Interviewing
• On campus interviews
• Off campus interviews (UG)
• Skype interviews
Phone interviews for applicants
Postbac interview day includes class visit, meeting with student, info session with Postbac AO and advising session
Fall and spring open houses for UG include interviews.

Alumni
- Utilize alumni in all aspects of the Admissions Cycle
  - receive HOT list
- Meeting with prospects by region and/or interest
- Arranging off campus events for prospects
- Interviewing prospects
- Sending follow emails
- AAR track their contacts with prospects
- Present at open houses
- Outreach to alumni to volunteer
- Enter volunteers in their own data section of PS

Financial Aid
- Collaborative effort between Admissions and Financial Aid
  - email FA deadlines and process to prospects and applicants
- FA representative attending Open Houses
- Meetings to discuss processes
  - create an admissions and financial aid calendar
- Work together to place award letter in accept packet
- Work together to place award on Self Service

Application Processing
- Need to get data in the system in the most efficient and least labor intensive way
- UA – Common App
- GSSWSR, GSAS, Postbac –Online graduate school app.
  - Hobson in 2010
- processed by each department by cycle calendar
- Operations Calendar typed and also shared on Zimbra
  - app deadline
  - committee review deadline
  - decision codes on PS
  - FA need on system for review of accepts
  - app notification deadline
  - decision on Self Service
- Start preparing for processing year by evaluating previous year
- Order any supplies
  - folders
  - evaluation forms
  - stickers
- Applicants coded in PS
  - decisions (admissions, enrollment, etc.)
  - academic interest
- Applicant checklist item in PS
- Monitor application via Self Service
- Send application packet to review committee
- FileMaker and PS to process apps (Postbac)
- Test scores uploaded into PS
- System in place to complete application

**Vendors**
- Used to handle processes that are large and best handled through an outside organization
  - Digital Direct (mail house – UG)
  - 422 Group (larger email tool)
  - GroupMail (smaller email tool)
  - Hobson
  - Academic Mail Marketing
  - Human Capital
  - Gallini-Hemmann Design, Inc.-Prospectus
  - Southwest Graphics--Marketing Brochures--e.g. clinical social work, Master of Law and Social Policy
  - Grad School dot com
  - Peterson
  - Mail Chimp
  - Woofoo
  - Research vendors

**On and Off Campus Events**
- Summer, spring, and/or fall open houses
- Accepted students’ program
- Information sessions
- Lunch with students, faculty, and staff
- Sit in on a class
- Interviews
- Overnights (UG)
- Events on the web site and able to register online
- All events typed and planned in advance
- Typed reports to assess programs

**Measuring and Reporting**
- Utilize PS to track prospects throughout the admissions cycle
- Generate queries to evaluate and report on cycle
- AO generate annual report of recruitment efforts
- Comprehensive typed annual report created
- Outside organizations
  - Federal Government – IPEDS
  - COFHE (UG)
  - Ranking guides
- CSWE
• CGS/GRE (track admission/current students)
• ACT (admission/current students)
• ACT (admission/current, quick facts)
• National Science Foundation
• Accepted Students Questionnaire
• Enrolled Students Questionnaire
• Institutional Research