

**ASSESSMENT RECORD FOR
OFFICE OF ADMISSIONS SERVICES
OF
HARDING UNIVERSITY**

Admissions Services

(Name of Administrative or Educational Support Department/Unit)

2008 – 2009
(Assessment Period Covered)

10/28/09
(Date Submitted)

Submitted By: Glenn Dillard, Assistant VP for Enrollment Management
(Departmental Chair or Faculty Assessment Representative)

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The Admissions Office uses the ACT Enrollment Information Service to effectively track market trends and institutional effectiveness. The following areas are monitored with this marketing research: market growth/decline, market penetration, ethnic diversity of the market, socio-economic make-up of the market, competitor analysis, academic quality of the market, and career interest in the market. Additional historical data is housed in the Admissions Office which tracks institutional effectiveness with various performance indicators.

Submitted By: Glenn Dillard, Assistant VP for Enrollment Management
(Departmental Chair or Faculty Assessment Representative)

ASSESSMENT REPORT FOR

Admissions Services (Administrative or Educational Support Unit)

2008-2009

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10/28/09

(Date Submitted)

Expanded Statement of Institutional Purpose Linkage:

Institutional Mission/Goal(s) Reference:

(Goal 5) The University recruits students to form a diverse student body with a potential for academic success and Christian Service

Administrative or Educational Support Unit Mission Statement:

To enable students to make a wise college selection by providing clear and comprehensive information about the University and develop positive relationships with the students and their parents through the following efforts: Correspondence (both paper and electronic), tele-counseling, web page development, campus visits, and publication development.

Intended Administrative Objectives:

1. Admissions Services will continue to strive for a response to student inquiry within 3 days.

2. Admissions Services will use a series of personal contacts (telephone calls, letters and electronic communication) to better inform prospective students of the University. In addition to automated letters to prospective students, electronic communication will reduce response time between Admissions Services and the prospective student. This advancement in electronic communication will greatly decrease the time between when the student requests info and when the information is received by the student.

3. Students will be satisfied with the services provided by the Admissions Office. In a recent assessment survey, nearly all students, whether they enrolled or not, were pleased with the service given by the Admissions Office.