



Lander University: Unit/Program Review Report

UNIT/PROGRAM NAME	Admissions Office
OFFICE OF PRIMARY RESPONSIBILITY	Office of the Director of Admissions
ASSESSMENT COORDINATOR	Jennifer Mathis
SUBMISSION DATE OF THIS REPORT	April 2, 2009

I. **UNIT/PROGRAM GOAL:** To comply with Admissions Standards of First-time Freshmen as required by the South Carolina Commission on Higher Education

Strategic Goal Supported	5. Accountability						
Indicator of Success/ Student Learning Outcome AND Summary of Data	Indicator/ Learning Outcome		Fall 2004	Fall 2005	Fall 2006	Fall 2007	Fall 2008
	1.	Fall Applications, Acceptances and Actual Enrollments: Percent Accepted and Enrolled at Lander vs. (All Public South Carolina Senior Institutions)	44.5% (40.9%)	42.9% (40.3%)	48.9% (40.2%)	45.8% (39.9%)	55.9% (36.3%)
	2.	Percent of Applicable First-time Freshmen meeting High School Course Prerequisites vs. (State Average of All Public South Carolina Institutions)	92.8% (92.5%)	82.5% (92.7%)	80.7% (93.9%)	91.7% (94.9%)	88.2% (95.2%)
	3.	SAT Scores of First-time Entering Freshmen vs. (All Public South Carolina Senior Institutions)	973 (1102)	974 (1112)	968 (1112)	994 (1105)	964 (1115)
	4.	Number of Provisional Freshmen as a Percent of Total First-time Freshmen vs. (All Public South Carolina Senior Institutions)	18.0% (4.3%)	0.0% (4.6%)	0.0% (4.4%)	0.0% (5.0%)	0.0% (3.2%)
Assessment Instrument(s) and	Instrument		Frequency				
	1.	South Carolina Commission on Higher Education "Report on Admissions Standards for First-time	Annually (March/April)				

Frequency of Assessment		Entering Freshmen"		
	2.	South Carolina Commission on Higher Education "Report on Admissions Standards for First-time Entering Freshmen"	Annually (March/April)	
	3.	South Carolina Commission on Higher Education "Report on Admissions Standards for First-time Entering Freshmen"	Annually (March/April)	
	4.	South Carolina Commission on Higher Education "Report on Admissions Standards for First-time Entering Freshmen"	Annually (March/April)	
Expected Outcome		Met (3)	Partially Met (2)	Not Met (1)
	1.	Lander's percent is greater than or equal to the state percent	N/A	Lander's percent is less than the state percent
	2.	Lander's percent is greater than or equal to the state percent	N/A	Lander's percent is less than the state percent
	3.	Lander's average score is less than or equal to 150 points below the Senior Institution average score	Lander's average score is between 151 and 199 points below the Senior Institution average score	Lander's average score is more than 200 points below the Senior Institution average score
	4.	Lander's percent is less than or equal to the state percent	N/A	Lander's percent is greater than the state percent
Review of Results and Actions Taken	1.	In Fall 2008, 71,317 applications were received for admission as first-time freshmen at public senior colleges and universities. If these, 43,817 (61.4%) met minimum admissions standards at one or more of the public senior institutions and were offered admission to the institution. Of those who were offered admission, 15,902 (36.3%) of applicants actually enrolled.		
	2.	<p>Since Fall 1988, public senior colleges and universities in South Carolina have required that applicants for freshman admission (who graduated from high school in 1988 or subsequent years) must have completed certain high school courses before being admitted. Each institution can make exceptions in admitting students who meet all other institutional admissions criteria but who 1) do not meet all of the prerequisites where failure to meet one or more prerequisites is due to circumstances beyond the reasonable control of the student, or 2) who have taken the Tech Prep (Applied Academics) courses rather than the required college preparatory curriculum.</p> <p>In 2008, Lander's compliance rate decreased from 91.7% to 88.2% due in part to the fact that 43 students (55%)</p>		

		did not meet the lab science requirement. In addition, the low compliance rate is partly attributable to out-of-state students who are expected to comply with these prerequisites in our admission standards but not necessarily in their home state(s); 74.4% of out-of-state students vs. 89.4% if in-state students met course prerequisite requirements..	
	3.	Act 629 of 1988, "The Cutting Edge", and Act 359 of 1996 require public senior colleges and universities to report annually to the Commission on Higher Education the admissions standards for first-time entering freshmen students. The majority of student attending South Carolina institutions take the SAT rather than the ACT as a college entrance examination.	
	4.	Two types of admission can be offered to a degree-seeking student upon admission to an institution. Applicants who meet the institution's minimum admission criteria and who are offered admission are classified as regular students. Applicants who do not meet the institution's regular admission requirements but who are offered admission using alternative criteria are classified as provisional students.	
	Sum		
Outcomes	Indicator of Success Evaluation		Indicator of Success Score
	1.	Met	3
	2.	Not Met	1
	3.	Partially Met	2
	4.	Met	3
Additional Resources Required to Achieve or Sustain Results	\$0.00 Explanation		

II. **UNIT/PROGRAM GOAL:** To manage enrollment for both the appropriate number and quality of student(s)

Strategic Goal Supported	2. Enrollment						
Indicator of Success/ Student Learning	Indicator/ Learning Outcome		Fall 2004	Fall 2005	Fall 2006	Fall 2007	Fall 2008
	1.	Percent change (from previous Fall) in applications for admission for first-time freshmen	4.92%	6.02%	2.75%	14.48%	-5.25%

Outcome AND Summary of Data	2.	Percent change (from previous Fall) of acceptances for first-time freshmen	9.92%	-17.31%	-3.50%	-20.17%	4.86%
	3.	Percent change (from previous Fall) of matriculants for first-time freshmen	19.74%	-11.91%	.52%	-25.34%	28.18%
	4.	Yield Rates for first-time freshmen (accepted to enrolled)	44.11%	46.99%	48.94%	45.77%	55.95%
	5.	Percent change (from previous Fall) in applications for admission for first-time transfers	0.00%	25.86%	2.01%	3.04%	5.88%
	6.	Percent change (from previous Fall) of acceptances for first-time transfers	3.29%	-12.47%	-2.73%	08.72%	10.24%
	7.	Percent change (from previous Fall) of matriculants for first-time transfers	2.27%	-1.33%	-8.56%	-11.33%	19.44%
	8.	Yield Rates for first-time transfers (accepted to enrolled)	59.68%	67.27%	63.24%	61.43%	66.56%
	9.	Average Workdays between date Application for Admission received and student Admitted vs. the same average for the period of years displayed: Freshmen	N/A	16.8	26.7	32.9	42.8 (28.8)
	10.	Average Workdays between date Application for Admission received and student Admitted: Transfer	N/A	30.2	39.4	51.0	32.2 (37.8)
	11.	Average Workdays between date Application for Admission received and student Admitted vs. the same average for the period of years displayed: Returning	N/A	33.2	49.1	28.3	70.9 (49.2)
	12.	Average Workdays between date Application for Admission received and student Admitted vs. the same average for the period of years displayed: Special	N/A	5.9	6.4	32.2	12.4 (12.2)
	13.	Average Workdays between date Application for Admission received and student Admitted vs. the same average for the period of years displayed: Degree Graduate	N/A	56.9	115.0	41.6	91.8 (59.9)
	14.	Average Workdays between date Application for Admission received and student Admitted vs. the same average for the period of years displayed:	N/A	17.7	14.2	6.8	1.8 (13.0)

		Non-Degree Graduate					
	15.	Number of private visits to high schools (recruitment for the Fall Semester)	N/A	N/A	N/A	N/A	N/A
	16.	Number of paper applications mailed	N/A	N/A	N/A	N/A	N/A
	17.	Number of individual recruitment mailings	N/A	N/A	N/A	N/A	N/A
	18.	Number of recruitment events held	N/A	N/A	N/A	N/A	N/A
	19.	Time to process applications	N/A	N/A	N/A	N/A	N/A
	20.	Open House Response Rate	N/A	N/A	N/A	N/A	N/A
Assessment Instrument(s) and Frequency of Assessment	Instrument		Frequency				
	1.	Sungard Banner Database	Annually				
	2.	Sungard Banner Database	Annually				
	3.	Sungard Banner Database	Annually				
	4.	Sungard Banner Database	Annually				
	5.	Sungard Banner Database	Annually				
	6.	Sungard Banner Database	Annually				
	7.	Sungard Banner Database	Annually				
	8.	Sungard Banner Database	Annually				
	9.	Sungard Banner Database	Annually				
	10.	Sungard Banner Database	Annually				
	11.	Sungard Banner Database	Annually				
	12.	Sungard Banner Database	Annually				
	13.	Sungard Banner Database	Annually				
	14.	Sungard Banner Database	Annually				
	15.	Sungard Banner Database	Annually				
	16.	Sungard Banner Database	Annually				
17.	Sungard Banner Database	Annually					

	18.	Sungard Banner Database	Annually	
	19.	Sungard Banner Database	Annually	
	20.	Sungard Banner Database	Annually	
Expected Outcome		Met (3)	Partially Met (2)	Not Met (1)
	1.	Percent change from previous year is greater than or equal to 3.00%	Percent change from previous year is between 2.00% and 2.99%	Percent change from previous year is less than 2.00%
	2.	Percent change from previous year is greater than or equal to 3.00%	Percent change from previous year is between 2.00% and 2.99%	Percent change from previous year is less than 2.00%
	3.	Percent change from previous year is greater than or equal to 3.00%	Percent change from previous year is between 2.00% and 2.99%	Percent change from previous year is less than 2.00%
	4.	Freshman Yield rate is greater than or equal to 46.00%	Freshman Yield rate is between 44.00% and 45.99%	Freshman Yield rate is less than 44.00%
	5.	Percent change from previous year is greater than or equal to 3.00%	Percent change from previous year is between 2.00% and 2.99%	Percent change from previous year is less than 2.00%
	6.	Percent change from previous year is greater than or equal to 3.00%	Percent change from previous year is between 2.00% and 2.99%	Percent change from previous year is less than 2.00%
	7.	Percent change from previous year is greater than or equal to 3.00%	Percent change from previous year is between 2.00% and 2.99%	Percent change from previous year is less than 2.00%
	8.	Transfer Yield rate is greater than or equal to 60.00%	Transfer Yield rate is between 55.00% and 59.99%	Transfer Yield rate is less than 55.00%
	9.	Most recent Fall Average Workdays is less than or equal to the average (of the years displayed above) for the Student Type	Most recent Fall Average Workdays is less than 15 workdays or more than 1 workday above the average (of the years displayed above) for the Student Type	Most recent Fall Average Workdays is more than 15 workdays above the average (of the years displayed above) for the Student Type
	10.	Most recent Fall Average Workdays is less than or equal to the average (of the years displayed above) for the Student Type	Most recent Fall Average Workdays is less than 15 workdays or more than 1 workday above the average (of the years displayed above) for the Student Type	Most recent Fall Average Workdays is more than 15 workdays above the average (of the years displayed above) for the Student Type
	12.	Most recent Fall Average Workdays is less than or equal to the average (of	Most recent Fall Average Workdays is less than 15 workdays or more than 1	Most recent Fall Average Workdays is more than 15

		the years displayed above) for the Student Type	workday above the average (of the years displayed above) for the Student Type	workdays above the average (of the years displayed above) for the Student Type
	13.	Most recent Fall Average Workdays is less than or equal to the average (of the years displayed above) for the Student Type	Most recent Fall Average Workdays is less than 15 workdays or more than 1 workday above the average (of the years displayed above) for the Student Type	Most recent Fall Average Workdays is more than 15 workdays above the average (of the years displayed above) for the Student Type
	14.	Most recent Fall Average Workdays is less than or equal to the average (of the years displayed above) for the Student Type	Most recent Fall Average Workdays is less than 15 workdays or more than 1 workday above the average (of the years displayed above) for the Student Type	Most recent Fall Average Workdays is more than 15 workdays above the average (of the years displayed above) for the Student Type
	15.	Most recent Fall Average Workdays is less than or equal to the average (of the years displayed above) for the Student Type	Most recent Fall Average Workdays is less than 15 workdays or more than 1 workday above the average (of the years displayed above) for the Student Type	Most recent Fall Average Workdays is more than 15 workdays above the average (of the years displayed above) for the Student Type
	16.	To be determined in 2009	To be determined in 2009	To be determined in 2009
	17.	To be determined in 2009	To be determined in 2009	To be determined in 2009
	18.	To be determined in 2009	To be determined in 2009	To be determined in 2009
	19.	To be determined in 2009	To be determined in 2009	To be determined in 2009
	20.	To be determined in 2009	To be determined in 2009	To be determined in 2009
Review of Results and Actions Taken	1.	The actual results from the last five years are extremely variable so arriving at a reasonable level of expectation was accomplished starting with a five-year average (4.584%). Given the increased competition for students the falling numbers of high school graduates in the next several years, the targets appear to be reasonable and attainable, all other intervening factors being equal.		
	2.	The actual results from the last five years are extremely variable so arriving at a reasonable level of expectation was accomplished by basing the increase on the previous Indicator of Success, all other factors being equal: as our applications for first-time freshmen rise, so too should our acceptances in proportion.		
	3.	The actual results from the last five years are extremely variable so arriving at a reasonable level of expectation was accomplished starting with a five-year average (2.272%). This average supports the levels set for Indicator		

	of Success 1 and 2 and represents a reasonable and attainable goal, all other factors being equal - albeit one for which we will need to stretch.
4.	The actual results from the last five years are somewhat variable so arriving at a reasonable level of expectation was accomplished starting with a five-year average (48.352%) but taking into account the very real phenomenon that, with all the tools at student's disposal these days, the numbers of applications being filed by individual students is rising slowly; this exerts a strong downward pressure on the Indicator of Success. We should be able to accomplish this goal all other factors being equal.
5.	The actual results from the last five years are extremely variable but a reasonable and sustainable level of expectation mirrors what we expect for first-time freshmen, all other factors being equal.
6.	The actual results from the last five years are extremely variable so arriving at a reasonable level of expectation was accomplished starting with a five-year average (1.410%). This average seems to support our decision to match the levels for first-time freshmen while still providing a reasonable challenge, all other factor being equal.
7.	The actual results from the last five years are extremely variable so arriving at a reasonable level of expectation was accomplished starting with a five-year average (0.098%). This average, while not as encouraging as the previous average, appears to support the chose level of expectation, all other factors being equal.
8.	The actual results from the last five years are variable so arriving at a reasonable level of expectation was accomplished starting with a five-year average (63.636%) and again taking into account the very real phenomenon that individual students are tending to file more applications at multiple institutions; however, the results here are a bit more stable because of the fact that transfers tend to apply closer to the beginning of the fall semester and students who apply for admission closer to the beginning of a semester tend to be more serious about enrolling.
9.	The actual results from the last four years are quite variable but a three-week variance from the four-year average we considered to be reasonable and fair.
10.	The actual results from the last four years are quite variable but a three-week variance from the four-year average we considered to be reasonable and fair.
11.	The actual results from the last four years are quite variable but a three-week variance from the four-year average we considered to be reasonable and fair.
12.	The actual results from the last four years are quite variable but a three-week variance from the four-year average we considered to be reasonable and fair.
13.	The actual results from the last four years are quite variable but a three-week variance from the four-year average we considered to be reasonable and fair.
14.	The actual results from the last four years are quite variable but a three-week variance from the four-year average we considered to be reasonable and fair.
15.	This Indicator of Success will be detailed and reported on in the next reporting cycle.

	16.	This Indicator of Success will be detailed and reported on in the next reporting cycle.
	17.	This Indicator of Success will be detailed and reported on in the next reporting cycle.
	18.	This Indicator of Success will be detailed and reported on in the next reporting cycle.
	19.	This Indicator of Success will be detailed and reported on in the next reporting cycle.
	20.	This Indicator of Success will be detailed and reported on in the next reporting cycle.
	Sum	<p>Indicators of Success 15 - 20 are areas in which we would like to define measures and targets for future reporting.</p> <p>Other changes that have been made in 2008 but which are not necessarily "measurable" are:</p> <ul style="list-style-type: none"> • Lander University Admissions Counselors have visited all high schools in South Carolina. • We have focused on the ten county area which supplies us with over 70% of our students • We have a fresh new look in Admissions and the area around Admissions, with a facelift in the hallway, new office look in the office. • We have added refreshments to our Admissions visit, with Bearcat water, coffee, and snacks. • Guests to Admissions are welcomed by all counselors in the reception area, and those who need to visit other areas are escorted by a counselor. • In the reception area, a flat screen TV plays CNN, pictures, and welcome messages to our visitors along with music playing throughout the day. • Prospects who visit Lander receive a hand-written note of thanks within three days of their visit from their student tour guide and the counselor they meet with. • Guidance Counselor lunches have been held in the Greenwood, Columbia, Charleston, and Myrtle Beach areas. There are plans to continue into Greenville, Spartanburg, Florence, Rock Hill, and Aiken. • Four open house events were held during the fall and spring. • The staff held several other events for prospective students. We added a Saturday tour during each month that we don't offer a Saturday Open House. • An Accepted Student Day was held for all accepted students to visit Lander's campus during Homecoming Week. • Bearcat Night was held for high school seniors in the seven county area. They were invited to come to a Lander Bearcat basketball game during Homecoming Week. • Admissions personnel have increased the number of personal visits to area high schools and make special trips to awards days, graduations, PTO events, and other special occasions. • Students who apply to Lander are now being reviewed holistically to include a review of all high school classes, grades, activities, and other marks of success, in addition to a check of SAT scores and predicted grade point average.

		<ul style="list-style-type: none"> • The creation of SPRINT Fast Track has identified a new way for students to be admitted to Lander via an intense one and a half day program. Students will earn one-hour of credit and be enrolled in the Academic Success Center program for the remainder of the year. • All admitted students now regularly receive communications from the Office of Admissions and each will be contacted throughout the summer leading to the fall. • We have held Transfer Orientations for transfer students to attend prior to classes beginning. This orientation gives them a brief overview of services and explanations to how things are done. We also have advisement times if students need them. • We have held regular Transfer Weeks that are advertised to the public and to graduates of the feeder technical colleges. During these weeks, they can come in and have everything completed on the spot, guaranteed. • Worked and continue to work on the improvement of the Presidential Ambassador program. These students are used for conducting tours and recruiting prospects. • We have revamped our recruit letter flow process to ensure that all recruits are receiving their admissions packets in a timely manner. • We have revamped our admissions letter flow process to ensure that accepted students are receiving correspondence from the admissions office along with other offices and programs on campus. 	
Outcomes	Indicator of Success Evaluation	Indicator of Success Score	
	1.	Not Met	1
	2.	Met	3
	3.	Met	3
	4.	Met	3
	5.	Met	3
	6.	Not Met	1
	7.	Not Met	1
	8.	Met	3
	9.	Partially Met	2
	10.	Met	3
	11.	Not Met	1
	12.	Partially Met	2

	13.	Not Met	1
	14.	Partially Met	2
	15.	Not Evaluated	Not Scored
	16.	Not Evaluated	Not Scored
	17.	Not Evaluated	Not Scored
	18.	Not Evaluated	Not Scored
	19.	Not Evaluated	Not Scored
	20.	Not Evaluated	Not Scored
Additional Resources Required to Achieve or Sustain Results	\$0.00 Explanation		

III. UNIT/PROGRAM SUMMARY

Unit/Program Goal	Strategic Goal Supported	Unit/Program Goal Outcome		Additional Resources Required to Achieve or Sustain Results
		Score	Evaluation Met: 3.00 – 2.01 Partially Met: 2.00 – 1.01 Not Met: 1.00 – 0.01 Not Evaluated: 0.00	
1. To comply with Admissions Standards of First-time Freshmen as required by the South Carolina Commission on Higher Education	5. Accountability	2.25	Met	\$0.00
2. To manage enrollment for both the appropriate number and quality of student(s)	2. Enrollment	2.07	Met	\$0.00
UNIT/PROGRAM TOTALS		2.16	Met	\$0.00