



ADMISSIONS AND RECORDS DEPARTMENT and PROGRAM REVIEW: ANNUAL REPORT

Part 5: Data Findings

Goal or Outcome 1: Create a supportive and welcoming student experience by strengthening collaboration among the Enrollment Management team to ensure consistent guidance, timely and accurate information, and coordinated services. **(Shared goal with all EM teams)**

- During the first year, we engaged four workgroups, Behavior Practices, Cross-Training Strategy, Internal Communication, and Customer Service Training, to develop strategies that would advance this goal. We plan to implement many of these new practices early this year and expect to have comparative data available next year to evaluate their impact.
- Additionally, we had intended to use the graduate survey as one of our measurement tools; however, that survey is no longer available, and we will need to identify an alternative method for measuring outcomes.

Goal or Outcome 2: Engage and support adult learners throughout the enrollment process with intentional outreach, communication, tailored services, and responsive practices that address their unique needs.

- When comparing the application-to-enrollment conversion rate for students aged 25 and older, excluding the summer term, the rate was 42.6% in academic year 2024-25 and 42.5% in academic year 2025-26, representing a slight decrease of 0.1 percentage points.
- Note: The newly implemented practices did not take effect until after Fall 2025; therefore, this comparison does not fully reflect their impact. A more meaningful comparison will be possible in next year's report.

Goal or Outcome 3: Strengthen Guided Pathways by aligning admissions, records, and recruitment practices with the Ask, Connect, Inspire, Plan (ACIP) framework to better support students.

- The newly implemented practices were not introduced until this year; therefore, comparative data will not be available until the next DPR report.

Part 6: Data Interpretation

No additional interpretation is available for this year. We intend to review our measurement tools and consider revisions that may better capture progress toward these goals; however, the details of those revisions have not yet been finalized.

Part 7: Action Plan

Many of the activities associated with these goals are currently underway and have either been recently implemented or are scheduled to be implemented in the near future. At this time, we remain confident that these are meaningful goals and are committed to making continued progress toward them over the coming years.