

2008-2009 Annual Unit Objectives

Madisonville Community College

January 2008

Unit: Admissions

Unit Objectives (in Priority Order)	Link to MCC Goals	Resources Needed to Accomplish Objectives	Action Steps (Briefly list steps you will complete to accomplish objectives)	Assessment Measure (Link to PI)
Meet KCTCS enrollment goals by utilizing various forms of outreach	2.1 2.6	n/a	<ol style="list-style-type: none"> 1. Work with program coordinators on rec. 2. Use tele-counseling, visit strategies 3. Coordinate efforts with other departments 4. Increase awareness/communication with internal/external groups 5. Increase school, group, and individual tours 6. Increase contact & involvement with ATC / ISC students 	Goals met for new enrollments
Market, promote, & communicate admissions & registration procedures	2.1 2.2 2.3	n/a	<ol style="list-style-type: none"> 1. Improve record keeping system 2. Work with other departments to promote procedures 3. Inform applicants of registration instructions 4. Evaluate admissions communications & registration procedures 5. Maintain contact with School Counts applicants to encourage early application and registration 	Noel-Levitz Student Satisfaction FSE Follow-up Applicants enrolled
Revise and implement year-round recruitment & marketing action plan	2.1 2.5 2.6	n/a	<ol style="list-style-type: none"> 1. Meet with EM committee for input 2. Conduct mail & communication audit 3. Evaluate recruitment & marketing procedures 4. Distribute plan to college 5. Implement 6. Evaluate success & change if needed 	#; % enrollment
Continue to expand early awareness programs	2.10	n/a	<ol style="list-style-type: none"> 1. Work with School to Work on Think College Early 2. Continue to improve College Bound program 3. Increase non-traditional career awareness for middle school students 4. Work with school systems on Gear Up program 5. Work with elementary & middle schools to develop classroom speaking opportunities 	# of schools participating 3# of students participating
Work with Financial Aid, CAP Center, Call Center, and Records Office to develop One-Stop student services concept	2.2 2.3	n/a	<ol style="list-style-type: none"> 1. Meet with unit directors 2. Develop list of frequently asked questions 	Services implemented