

BEST PRACTICES, Admissions

Title: Cougar TRACS (Transfer Credit System)

239

Source: Washington State University

Co Area:

Addl Info: <http://www.educause.edu/999/1245>

Abstract: This system, developed to enhance the competitive recruitment position of the University, allows potential transfer students to calculate the credits that would transfer to WSU almost instantaneously on a self-service, secure Web site. Students can also check how their transfer courses will fit into any WSU degree program through a degree audit "what-if" scenario to determine the best fit for an undergraduate degree. Implemented in three months with no additional cash outlay, the system is based on two major components: an easy-to-use Web interface that can identify the prospective student and secure his or her personal and course information, and a server based on an existing degree audit engine. The program is particularly commendable for its appropriateness for institutional needs and priorities, the way it enhances customer service to students, and a particularly clever interconnection of simple technologies and use of existing staff expertise and software systems. Responses from students and advisors, and from counselors at the community colleges feeding into WSU, have been extremely favorable.

For more information, go to <http://www.educause.edu/LibraryDetailPage/666?ID=EQM0034>

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Title: Marketing Institutions and Recruiting New Students: What Works Best?

258

Source: Chronicle of Higher Education

Co Area:

Addl Info: <http://chronicle.com/weekly/v50/i31/31a03403.htm> (Contact Dianne Parkerson for access)

Abstract: Increased competition for students and tuition revenues. Cuts in support for higher education. A commitment to diversity. Concerns about meeting student-aid needs. Those are a few of the issues that are forcing institutions to review and update the ways they market their campuses and communicate with prospective students.

Many admissions offices now use new technologies to broadcast their carefully choreographed messages. Staff members, current students, alumni, and administrators all woo applicants through personalized e-mail messages, parties, and even ads in movie theaters, as well as more conventional methods.

What measures have proved successful? The Chronicle asked six administrators to describe some of their key approaches to enrolling students. Read how the following dealt with the situation:

1. Don't Panic, and Don't Oversimplify, Jim Black, associate provost for enrollment services at the University of North Carolina at Greensboro
2. Personalize Contact With Students, Dan Lundquist, dean of admissions at Union College, in New York
3. Build Community Relationships, Anna Solley, vice chancellor of academic affairs at the Maricopa County Community College District
4. Be Creative With Marketing Strategies, Roland H. Gaines, vice chancellor for student affairs at North Carolina Central University
5. Use Your Students' Own Words, Robin C. Brown, vice president for enrollment at Willamette University
6. Involve a Variety of Campus Constituents, J. Michael Thompson, vice provost and dean of admission and financial aid at the University of Southern California

Contact Dianne Parkerson if User ID/Password is needed to access article

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Title: President's Task Force on Diversity # 445

Source: Gadsden State Community College **Co Area:** EEO

Addl Info: <http://www.gadsdenstate.edu/pdf/sept2005special.pdf>

Abstract: The President then appointed a Task Force on Diversity whose charge was to examine the issue of diversity at Gadsden State, with special emphasis on racial/ethnic diversity as it relates to faculty, staff, administrators, students, student activities, and community outreach activities, and to facilitate ongoing college and community discussion to identify specific strategies for systematically improving overall college diversity.

Excellent, clear, well presented site.

Title: SUNY Best Practices Search Facility # 471

Source: State University of New York **Co Area:**

Addl Info: <http://www.suny.edu/BestPractices/Best.Practices.2004.01.27.pdf>

Abstract: As part of the Task Force on Efficiency and Effectiveness, campus presidents were asked to provide initiative they believe they carry out better than any other campus, along with those innovative ideas that have saved or avoided spending resources. The "Best Practices" reported in this document have resulted in significant savings throughout SUNY and, when shared with other campuses, have the potential to realize even greater savings within the system.

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Target Statistical Analysis
Student Ambassadors
Use of BOCES for Admission Tasks

Title: Best Practice in Graduate Recruitment # 572

Source: University of Edinburgh **Co Area:**

Addl Info: <http://www.careers.ed.ac.uk/STUDENTS/Job-hunting/bestpractice.htm>

Abstract: This document outlines best practice in graduate recruitment as originally developed by the Association of Graduate Careers Advisory Services, the Association of Graduate Recruiters and the National Union of Students. The Careers Service fully endorses adherence to the following principles and strongly recommends their adoption by all those concerned with the process of graduate recruitment.

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Title: Best Practices in Graduate Admissions # 602
Source: National Assn of Graduate Admissions Professionals **Co Area:**
Addl Info: <http://www.gdnet.ucla.edu/> (Original URL No longer valid)
Abstract: "Graduate admissions is related to almost every major interest of a university from recruitment to retention to academic quality to diversity. The admissions process is often the student's first real contact with the university, and the quality of the experience may well determine whether the student will attend and later complete the graduate program."

"Best practices" and "graduate admissions" mean different things to different people. The NAGAP membership represents a broad spectrum of graduate and professional admissions officers in departments, schools, and colleges within a large range of universities. I write from the perspective of director of a central graduate admissions office in a large research university. The fact that I also am director of graduate student and academic affairs reflects the fact that, to a large extent, graduate admissions at UCLA is decentralized to the academic departments and programs. However, the UCLA Graduate Division continues to maintain central responsibility for the graduate admissions process at the University. It is my intention here to outline what we and others have found to be effective in fulfilling this responsibility while maintaining a quality admissions process, as well as to speculate a little about the future of graduate admissions. I hope these observations are of sufficient universal application to benefit others who have responsibilities for various aspects of graduate and professional school admissions.

Title: Scouting out e-recruits # 617
Source: American University **Co Area:**
Addl Info: <http://www.american.edu/15pointplan/highlights.html>
Abstract: It is not news that AU, like most universities, uses the Internet and e-mail as part of its recruitment tools; the university has been accepting on-line inquiries and applications since 1999. But after ramping up those electronic efforts to recruit the class of 2006, the results are news—big news.

The class of '06 had to be filled, the clock was ticking, and Admissions went into e-gear, with Creasy spearheading the expansion of electronic support for admissions functions beyond student applications. The drill included organizing chat rooms that were calibrated to meet the needs of particular groups.

Creasy recommended to Sharon Alston, admissions director, that AU sign a one-year lease with Interaction Software, a company he had located, to help hone AU's message, train staff, and market each chat. It was a good move, "If we told them we needed something done in an hour, they did it," Creasy says.

The payoff was big and cost effective—30 on-line events drew 399 student participants from 40 states and 16 countries.

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Title: Enrollment Management at Babson College # 691

Source: Babson College **Co Area:**

Addl Info: [Book available from FAU Library HD 62.15.G558 1998](#)

Abstract: Global Cases in Benchmarking: Best Practices from Organizations Around the World, Robert C. Camp, Editor. Chapter 25 concerns enrollment at Babson College, a business school located in Wellesley, Massachusetts. They needed to increase their enrollment and to improve the quality and reputation of their undergraduate program. The goal was to attract, gain and retain top-caliber student by understanding what factors influence students' choice of institution.

There is a cost in attracting students and the more important issue is attracting the right students. The recognized the way to ensure improvement in the competitive recruitment and admissions arena is to better meet student expectations and outperform competitors on all attributes deemed critical by the target undergraduate population.

Title: Graduate Admissions Workflow with Digital Imaging # 821

Source: University of Mississippi **Co Area:**

Addl Info: http://www.sacubo.org/sacubo_resources/best_practices/2007.html

Abstract: Over the last year, the University of Mississippi (UM) Office of Information Technology and the Graduate School have worked collaboratively to transform the graduate application process by means of electronic workflow and digital imaging. Applicants apply online and pay a processing fee with real-time credit card authorization. When an applicant presses submit, a workflow is started, and the application is routed electronically through the various offices that participate in the admissions decision. This process is more complicated for graduate admissions due to the fact that each admissions application must be routed to one of forty-five different academic departments based on the applicant's desired program of study.

The key systems involved in the implementation are SAP's Campus Management system, Mobius' digital imaging system, and a Web application server. University employees performed the Mobius configuration, used SAP workflow to develop the admissions applications routing process, and also developed the Web interfaces that allow graduate program coordinators to view and act on application materials. The underlying technologies include Java servlets, JSPs, Java Beans, and SAP's Java Connector product plus development tools that are available as part of SAP and Mobius product offerings. Jakarta POI, a Java API to Access Microsoft Format Files, is used to generate the Excel spreadsheet listings.

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Title: "New Dawg" Enrollment Checklist # 897

Source: University of Georgia **Co Area:** Registrar's Office

Addl Info: http://www.sacubo.org/sacubo_resources/best_practices_files/2008_files/New-Dawg-Enrollment-Checklist.pdf

Abstract: Several offices on the campus of the University of Georgia heard comments from incoming students about the difficulties they were experiencing in finding a comprehensive list of items which needed to be completed prior to enrollment. Representatives from the University's offices of Admissions, Housing, Student Financial Aid, Student Accounts and Auxiliary Services met for nearly a year to determine content and fine-tune the significant programming required for implementation. The collaborative effort of the team resulted in an electronic document—the "New Dawg" Enrollment Checklist—which is easily accessible from many home pages and which provides a one-stop shop for everything required to complete the enrollment process.

<http://www.admissions.uga.edu/newdawgs/> - Everything that students need to complete the enrollment process is provided in this one location via links and expandable sections, offering convenience and efficiency. Also, the document is easily accessible from many home pages; it can be printed to "post on the refrigerator"—where in many families' homes all important documents go—and, most importantly, it assures students that they have not missed a required task.

Title: Facebook Page Best Practices (for higher education) - Part I # 928

Source: Academica Group Inc. **Co Area:**

Addl Info: <http://www.academicagroup.com/node/5971>

Abstract: This post will be the first of several summarizing best practices for using Facebook Pages as a higher ed marketing tool. Which higher ed institutions were putting Facebook Pages to best use? @tsand ran a Google hunt for University Facebook and got Union University on the top of his list - so Union wins in the SEO department. It also features Ohio State, Lehigh University, University of Michigan, Appalachian State University, and UC Santa Barbara.