ANNUAL ASSESSMENT REPORT
AND
STRATEGIC PLANNING UPDATE
Year:  2007

Area or Unit Name:  DIVISION OF RECRUITMENT AND ADMISSIONS
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Section 1. Goals and Accomplishments

Goal 1:  Grow! 40,000 diverse, top-performing students by 2020.
Goal 2:  Diversify! Aggressively recruit and admit diverse, top-performing students by increasing the number of top-performing Hispanic and African-American freshman students
Goal 3:  Inform, improve and celebrate! Cultivate a constantly informed, improving and celebratory work environment.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
DIVISION OF RECRUITMENT AND ADMISSIONS

Area/Unit Specific Information

Section 3a. Quantitative Information

There is No Area Specific Data in Calendar Year Section.
There is No Area Specific Data in Fall Section.
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Section 3b. Qualitative Information.

- Grow and Diversify! In June 2007, Robert Shindell, MS and PhD student, was appointed and served for 12 months as Associate Vice President of The Office of Recruiting and Admissions/Division of Enrollment Services. In June 2008, a national search for his successor began.

- Grow and Diversify! In March 2008, The Office of Financial Aid was added to The Office Recruiting and Admissions, thus creating a new Division of Enrollment Services. In June 2008, The Office of Financial Aid was organizationally returned to its original program unit, thus returning the remaining team to its previous name “Office of Recruiting and Admissions.”

- Diversify and Inform! In 2007 & 2008, two staff members were active members of the Chancellor’s African American Enrollment Taskforce, the Chancellor’s Hispanic Enrollment Taskforce, the Chancellor’s International Enrollment Taskforce and have financially contributed to the IMPACT and/or EASI diversity scholarships within the Texas Tech Alumni Association. One staff member is currently active with all three enrollment taskforces.

- Diversify and Inform! The Office/Division was a financial and in-kind sponsor of the 2008 African American Education Summit and the Raiders Rojos National Alumni Back-To-School Fiesta both held on the TTU campus. Office/Division staff collaborated with the International Taskforce to create friendly enrollment information for prospective international students and their educational institutions.

- Inform! A staff member was elected biennial president of the Phi Beta Kappa Alumni Association of Western Texas and Eastern New Mexico and systematically connects the Office/Division with the prestigious, 200-year-old academic honor society and its TTU System-wide members, events and collaborative opportunities.
Commentary:

In June 2007, Enrollment Management was reorganized into several units – resulting in a stand-alone Office of Recruiting and Admissions. In March 2008, the Office of Financial Aid was added to The Office of Recruiting and Admissions, thus creating a new Division of Enrollment Services. In June 2008, the division was reorganized. Financial Aid was organizationally returned to its original program unit, thus returning the remaining team to its previous name “Office of Recruiting and Admissions.”

Implementation Plan:

The re-organized Office/Division is continuing its respective services, has established an initial Strategic Plan and is re-organizing and re-assigning current staff and hiring new staff to maximize effectiveness, efficiencies and resources; is tracking and assessing key quantitative data; and is alert for other key variables to report – that would best reflect the work of the division. Future plans include the hiring of an Associate Vice President for Enrollment Management and a director for Undergraduate Admissions, establishing a Transfer Initiative and seizing other emerging opportunities that may maximize our progress toward our three goals. In order to accomplish the 40,000-student, diversity and information-related goals, the following financial, space-related and informational technology resources are needed:

[1] competitively priced scholarships to help turn admitted students into enrolled students,
[2] more personnel in order to [a] establish a Transfer Initiative; [b] better serve the demands of existing regional sites; and [c] establish additional regional sites;
[3] additional office spaces in Lubbock and regional sites;
[4] personnel and resources to provide adequate Information Technology infrastructure.