Analysis Questions and Analysis Answers

For Administrative Support and Student Support Units

Informed by your assessment activities, what changes have you made in your unit in the last three to five years? Describe the changes, the general results that prompted the changes, and the impact on your unit's clients/customers that you might attribute to these changes.

ENROLLMENT MANAGEMENT

Scholarship Department

April 2012: Restructured the processes for students to submit study abroad deferral & summer requests online to improve service to students.

November 2012: Enhanced communications with National Merit & Achievement Semifinalists for recruiting purposes including: phone blitz; email; recruiter feedback that increase Finalist matriculation.

January 2013: Student feedback showed that they were being notified of scholarship offers from other colleges much sooner than UA awards. Process was created using the Alabama Scholarship Awarding System (ASAS) to mass generate scholarship awards in Excel to expedite the mailing of consolidated scholarship letters. Students benefit by receiving scholarship information sooner to make their enrollment decisions.

March 2013: Procedures established that allowed unclaimed scholarships to be re-awarded to deserving students. May 2013: An assessment of probation students (students not maintaining a 3.0 GPA) showed that many were unaware of their probationary status as a result of postal address errors. These students now receive expeditious communications via email campaigns to ensure that they are notified.

January 2014: A survey sample of Capstone Scholars Day attendees showed that the program tended to overlap in regards to content with other on-campus events. We listened to our constituents and restructured Capstone Scholars Day to distinguish it's content and programming from other campus experiences. Added the use of Guidebook's mobile application to help navigate the event via smart phones and tablets.

May 2014: Increased feedback from out-of-state students that focused on residency criteria on the scholarship application prompted the creation of two scholarship applications. In response, we have created a scholarship application experience unique to an applicant's residency status. Students benefit because will only see the specific scholarships for which they qualify for based on residency.

June 2014: An assessment of external scholarship websites led to our decision to reconfigure the external scholarship portion of our website. The changes enhanced access to external scholarship offerings that is more user-friendly. Students benefit from increased exposure to external scholarship offers based on criteria rather than being matched up with scholarships through external websites like FastWeb.

International Admissions

Spring 2012: Student feedback suggested that our mailing option to submit immigration documents via UPS were too limited. Policy changed to include express mailing through ESHIPGLOBAL.COM. This change expanded the option for applicants to select and pay for express delivery of their immigration documents. An assessment of international student retention rates from freshman to sophomore year led to increased minimum required scores on the internet based TOEFL (ibt) and paper based TOEFL to insure academic readiness. The IBT increased from 61 to 71 and the paper based increased from 500 to 527. This placed TOEFL scores more in line with the accepted levels of the IELTS and PTE. Students with these test scores benefit from being better prepared upon enrollment to handle any linguistic challenges inside the classroom.

Fall 2013: Increased international admission applications prompted an evaluation of our international admission transcript evaluations. It was determined that to expedite the review process and improve service to students that a National Association of Credential Evaluation Services (NACES) agency evaluation for both secondary and post-secondary transcripts earned outside the US would be required. In addition to improving response time to students, they also benefit from insured validity of information received and it provides academic divisions a familiar format of semester hours, courses and grades to review. An evaluation of international high school codes prompted a new design of our online application. International codes (high schools outside the US) are now collected, stored and reported. High schools and colleges not part of the ACT code list can now be requested and added manually. This allows students to select the name of their school instead of using a generic international school code. Our office benefits because now international schools that our applicants attend can now be identified, which provides students with a more personalized recruitment approach and improved customer service.

Spring 2013: Participated in a collaborative assessment with the English Language Institute (ELI) to better determine the academic readiness of international students. It was determined that the level of achievement for full time ELI students could be assessed by combining the course level with grades and the institutional
TOEFL to determine academic readiness. Students benefit from this comprehensive preparedness assessment through higher retention rates. An assessment of the International student portal in myBama revealed that the site was not being fully utilized to inform students of their enrollment status and pending documents. The myBama student portal enhancement was made to capture student data from the Banner screen, GOAINTL that contains immigration documentation. Prospective International students can now monitor their immigration document status from the myBama portal.

**Processing Department**

**Fall 2011:** A number of surveys to high school guidance counselors indicated a real student and secondary school demand for the receipt of electronic transcripts via transcript delivery systems. A partnership with eTranscript services such as Parchment, E-Script Safe and National Clearing House was formed. Students have the ability to track the status of their high school transcript to the point that it has been downloaded by our staff. An assessment of our standardized test score load process from College Board and ACT prompted our need to become self-serving for improved score loading. PGP key access to decrypt and download test scores independent from Testing Services was acquired. Faster decryption and score load process allows admission decisions to students quicker than previously.

**Fall 2012:** Increased recruitment staff prompted an evaluation of our communication channels to determine communication effectiveness. It was determined that recruitment staff tended to gravitate to one or two processing team members. Now, each processing team member is assigned a group of recruiters and is responsible for answering their questions from students, status checks and addressing any other processing related problems or issues. Improved response time as a result of evenly dividing recruiters among processors. An evaluation of our admission process for applicants with fee waivers showed that applicants with waivers had their application loaded to a temporary Banner table without payment; however, we were unaware that the applicants with waivers applied until they contacted us. A Fee Waiver option was created so applications would load to Banner without payment and it appears as a mandatory item on the SAADAMS checklist.

**Fall 2013:** An evaluation of our communications to readmission applicants showed that while somewhat effective, it was not as efficient as traditional applicants. Since then, improved communications to readmission applicants has occurred by incorporating the use of our Customer Relationship Management (CRM) system. Students benefit by being notified sooner of their readmission status and all communications are tracked to improve customer service on future interactions with students/parents. An evaluation of our CRM’s reliability with regard to data integrity suggested the method of pulling admit decision data for mailing decision letters to students had to improve. This data is now directly from Banner instead of our CRM. Students benefit from improved admission decision accuracy and timeliness receipt of admission decision letters. Large volumes of returned mail prompted an assessment of how to communicate change of mailing address options to students. A targeted email campaign for students allows them to conveniently update their mailing addresses. They are directed to the myBama student portal to update their mailing address and are made aware of the change of address options.

**Summer 2014:** Increased receipt of electronic transcripts prompted an assessment of how to manage these eTranscripts. To improve the effectiveness to process these documents a work flow was created with our new imaging system, OnBase. This allows the process of eTranscripts without the printing of the documents. This new workflow allows eTranscripts to be swept into the OnBase imaging system directly which will greatly reduce processing time.

**In-State Recruitment**

**Fall 2013:** An evaluation of in-state recruitment events for prospective students prompted a renewed approach to specialized recruitment in the form of in-home recruitment events. These events provide an opportunity for students and parents to meet with UA representatives in a casual setting, as well as to introduce students to other students in their immediate area who are considering Alabama. Parents and students benefit from one-on-one conversations with UA administrators and recruiters in a more comfortable setting than a typical fall or spring reception.

**Spring 2014:** An evaluation of in-state recruitment events for prospective students burgeoned a new concept to attract non-UA scholarship students. Some of these students received scholarship offers from less prestigious/regional institutions within the state. As a result, the first in-state yield event to increase matriculation rates by exposing these students to campus offerings was offered. Students and their parents had a tailored visit experience through a variety of services and programs centered on school spirit campus history. An evaluation of in-state recruitment events for prospective students presented an opportunity to reach out to admitted students not yet fully committed to UA. Begun instituting spring lunches for admitted students. Students attending the lunch connected other admitted students in an open forum that promoted conversation and inquiry with the admission recruiter and is a face-to-face reminder that we want them at UA.

**Spring and Summer/2014:** A review of our communications to prospective in-state students, determined a need to increase our marketing. As a result, increased the number of Wimba Chats—Housing Wimba in the Spring and In-State Collaborative in the Summer. Students benefit via Q&A and connection to UA representatives and other UA admitted students. For in-state students specifically, a collaborative chat in the summer was added to give students an opportunity to learn more about school culture, history, tradition, and what campus life will be like when they move in.

**Summer 2014:** An evaluation of in-state recruitment events for prospective students indicated that an opportunity to connect with students prior to their arrival to campus was being missed. Send-off parties are now being hosted to increase matriculation, to reduce orientation melt and to provide students and parents the opportunity to connect with families from their local area who have students enrolling at UA.
TRANSFER ADMISSIONS

Processing Changes:

August 2013: Implemented the “Workflow Status” attribute to the transfer complete report. This change was made after the realization that students were being reviewed and showing as complete with course work out for evaluation. Helps prevent premature admission decisions when transfer course work is out for evaluation.

Publication and Outreach Changes:

September 2012: Revision of the Alabama Statewide Transfer & Articulation Reporting System “STARS” letter. Currently drafting the text and design for a new card that will be sent out to the “STARS” contact list rather than the “STARS” letters and transfer guide mail-out. This change is to reduce turnaround time, reduce mailing cost, and duplicate publication mailings.

2012 - 2013: Revision of the transfer multi-step campaign text. Change was requested after reviewing content and meeting with transfer student focus group. The campaign is automatically sent out to prospective transfer students that fall into certain categories due to their “lead” in our CRM. “Admit to Commit” Transfer Campaign. This campaign was created after meeting with transfer staff. Target: admitted transfers that have not completed Bama Bound registration. The campaign allows continuous communication with transfer students to assist them with matriculation.

Summer 2013: Established the Transfer twitter account @Bama_Transfer. Transfer counselor utilizes the account to reach students through social media, provide information and updates and @UA_Admissions will often share our content to reach more followers and to gain new followers.

2013-2014: Transfer publication academic year revision and update. Revised publication which currently is of a small size and contains minimal information. Students have questions and request list of majors, activities, etc when discussing at college fair programs. Currently drafting the publication for the 2014-2015 academic year that will include more information such as the list of majors, student life opportunities, and information about Tuscaloosa

Phi Theta Kappa Recruitment and Outreach Changes:

2013 - 2014: Re-established the Phi Theta Kappa Alumni Association. Senior Associate Director took over as the staff adviser and became responsible for the Alabama Credit Union account for the group. Hosted informational meetings, recruited new members, hosted a table at Get On Board Day in August 2013, and participated in the Association’s first service project in spring 2014. This group is to serve transfer students who were involved in Phi Theta Kappa at their community college. PTK alums will be used in transfer recruitment efforts such as phone blitzes and transfer events. Shelton State Phi Theta Kappa fall 2013 meeting: Senior Associate Director attended as a guest speaker, and set up a table during their meeting. Planning to continue sponsorship each year. Would like our number of transfer students from Shelton State to be higher and this provides another outlet for recruitment. Sponsorship changes at PTK International. Sponsored the Alabama Region chapter meeting at the International Phi Theta Kappa Convention in 2014. Previously had sponsored the Georgia Region room at the 2013 convention. Determined it would be more beneficial to have the speaking opportunity in the room that has students who are eligible for transfer scholarships to UA. The plan is to continue this in the future.

CONNECTIONS AND JUMP START PROGRAMS

2013-2014: Changed the program name from Crimson Connections to Connections after confusion between Connections and Crimson Edge. There has been less confusion with staff, parents and prospective students since the change.

2013 - 2014/2014 - 2015: The application process was changed for the 2013 class after having difficulty receiving required documents from students. Originally, students were admitted into Connections then asked to send additional documents. Now students are changed to Pending and asked to send additional documentation (Connections Agreement and Letter of Recommendation). The letter of recommendation was changed from an online counselor recommendation to a physical letter from a high school counselor, principal or teacher. This change was made because counselors had trouble accessing the online form and did not feel they could supply adequate information. Two letters were required in 2013, and that was changed to one required letter in 2014. A parent signature was also added to the Connections Agreement. As a result, students who enter the Connections program are more committed to being here and parents are more aware of the expectations of the program. The Connections Coordinator became more involved in processing applications which streamlined the process. The coordinator receives and processes all mail, changes majors and limits registration hours. Housing: The required housing assignment in Burke was changed to student’s choice in 2013. This happened because students wanted the opportunity to live where and with whom they chose. It was decided that it would be best if Connections students were not secluded because of their admission type. Study hall hours were changed from monitored hours to open hours at the Center for Academic Success (CAS). This change was made where students could check in for study hall hours anytime CAS is open. Students are also able to use private tutoring or workshops at CAS to count towards their required hours. In the past there has been no consequence for students not completing their study hall hours, but we became
stricter on that requirement in 2013. Holds are placed onto students’ accounts and they are required to complete the requirements during sophomore year if they are not completed during their freshman year. **Orientation:** Connections students are able to choose between four Bama Bound Orientation sessions to attend. Previously, Connections students could come to any session, which made it difficult to provide them needed information. With the limited sessions, students are able to get a more personalized experience and a meeting with the Connections coordinator to obtain the information they need. Students and parents are now aware of all requirements before they come to campus in the fall. **Communication:** A spring mid-semester meeting and survey were added in spring 2014. This change was made because we were losing contact with some Connections students during the spring semester. The spring mid-semester meeting and survey allows us to verify students how to transition out of the Connections program and into their new major. **Media:** A monthly email newsletter and Facebook group was started to keep Connections students updated. They know to expect the monthly newsletter and the Facebook group provides reminders throughout the month.

**Summer 2013:** After reviewing admission opportunities, it was decided to offer the Jump Start conditional program to students who have shown the potential to succeed. They attend the Jump Start program during summer I and take two classes (BCE 101 and HD 101). If these classes are completed successfully, the students are admitted and enroll for the fall.

**Summer/Fall 2014:** Successful Jump Start students will transition into the Connections program for their freshman year. This is to ensure they have the tools and guidance needed to be successful in college.

**SPECIAL PROGRAMS**

**Game Day Program:**

**Fall 2013:** Tweaked the Game Day Program to invite in-state students only. This decision placed an emphasis on in-state recruitment. Decision was made after reviewing attendance and enrollment data from previous Game Day events. This change led to an increase in attendance and a decrease in no-shows. Plans are to continue to develop the program by targeting invitees and providing more programming based off survey feedback.

**University Days Program:**

**Spring 2013:** Location Change, moved University Days to Bryant Conference. This move was prompted by space issues, parking and Ferguson Construction. The move allowed a more targeted program without as many interruptions, provided better parking options for guests, while maintaining the other elements of the program. Feedback through survey data after attendance has been positive particularly to location and ease of access.

**Fall 2013:** Added Guidebook for mobile application for students and guests attending University Days. Allowed visitors more instant access to schedules, updates, maps, and more. Changed lunch location to the Zone due to large attendance numbers and appeal. This move allowed visitors to have additional space and see more of stadium which was often requested and not capable in old location. **Additional Dates:** Previously had 4 dates per year, 2 in fall semester and 2 in spring semester. Added to at least 5 sometimes 6 per year depending on availability and demand. Additional dates allows sessions capacities to be a bit smaller. We have received positive feedback on smaller sessions from guests and campus partners.

**Fall 2014:** Changing Registration System: Currently in process of changing registration system to Fire Engine Red software. This change will create a uniform system with campus tours, receptions and other admissions events. Allows easier imports to admission data systems to maintain constant and timely communication.

**BAMA BOUND (ORIENTATION)**

**Summer 2012:** Moved parking location to the Ferguson Center Deck. Added large road directional signage. These changes made the arrival information, directions, and access easier for visitors. Also worked with Bama Dining to determine dining locations to best serve needs of program and guests. **Added Freshman Express Sessions:** Added a few 1-day freshman express sessions. Positive feedback from local students and parents. This change allowed Orientation staff to fill in date schedule for Bama Bound making more efficient for students, parents, and campus partners. **Added Additional final session dates:** Due to demand an additional final session date was added in August. This allows out of state students to only travel to campus once and it decreased the number of freshman students attending one large session to be split between two making it more manageable for staff and campus partners. Students have more time meeting with campus partners and during academic advising since session attendance is split and decreased. **Sibling Orientation: Added sibling orientation to all freshman sessions (except final).** This change offers more opportunities for siblings to attend and cuts down on confusion. **Expanded Sibling Orientation to two days for all two-day Bama Bound sessions.** **Change placement tests to online:** Changed math placement and certain foreign language placement exams to online format. Orientation staff not directly responsible, but work closely with communication plans. Allows students to take exams in a more comfortable environment and save time during Bama Bound.

**Summer 2013:** Added Guidebook initially as a guide and now as Bama Bound Mobile Application. Received over 8,000 downloads of guide in 1st year. Adding Bama Bound App allows for instant updates to schedules or events, ability to access maps, schedules, social media, campus resources, presentations, etc on mobile device or tablet, which assist students and parents with immediate information and updates. **Changed the Avanti (Orientation student assistants) small group time and number of meetings:** Based on Bama Bound Evaluation, an additional meeting time was added in small groups and added an additional meeting on two day sessions. Small Group always receives positive feedback and students ask for an additional meeting and or time. Started REXPO: Rexpo is an expo of the student recreation center. This took the place of a social pool party. Rexpo allows students the opportunity to participate in Battleship (intramural sport), group exercise classes, cardio, basketball, volleyball, racquetball, etc. The change allowed staff to be more focused on learning outcomes with night programming including introduction to rec center, proper rec center usage, partnering with Health Hut to
promote healthy habits and having other campus partners available for questions. Action Card online photo submission: Action Card office started online photo submission for students attending Bama Bound. Orientation staff is not directly responsible, but work closely with communication plans and distribution. Allows students to submit preferred picture for card and not have to wait in lines during Bama Bound.

Summer 2014: Added Breakfast to morning of 2\textsuperscript{nd} day of Two-Day Sessions: On Bama Bound Evaluation, students voiced concern over not having time to eat breakfast before programming started. Added catered breakfast through Bama Dining for morning of 2\textsuperscript{nd} day. This addition increased engagement and attendance at morning programming. Changed confirmations to digital format: Changed Bama Bound Confirmations to digital format received by email. Allows confirmation to be more current and contain more information including links to various campus partners. Saves money on printing and postage.

CAMPUS OUTREACH

Campus Tours

Spring 2012: The Welcome Center, located in the south zone of the football stadium, was opened. The majority of campus tours originate at the Welcome Center. This area provide convenient parking for prospective students and their parents.

**Summer 2013:** Broadcast emails began through Fire Engine Red. Email reminders of campus tour time, location and directions are sent to registered prospective students and parents. Provides information so there is less confusion by the prospective students and parents.

**Fall 2013:** Purchased a larger campus tour bus to accommodate increase of tour requests. 2011 total tours: 12,496, 2012 total tours - 15,455, 2013 total tours - 15,622. Additional bus allows Undergraduate Admissions to meet the needs (day, time, number attending) of prospective students and their parents. **Addition of Residence Hall Sample Room and Information Session to Campus Tours:** During the daily campus tours a 20-30 minute Information Session was added at the end of the tour and a visit to one of the model rooms in the suite style residence halls was included. In reviewing the survey results from individuals that participated in campus tours there were a number of concerns raised that a residence hall wasn’t included on the tour. An optional tour had been being offered and students and parents were just directed to the sample room. Also the survey results indicated that many individuals requested more information regarding honors, involvement, payment plans, dining options and other “nuts and bolts” of life at the Capstone. An Information Session had been offered but it required a separate sign-up and was limited to 50 individuals. There have been far fewer complaints on the surveys returned regarding residence halls or material that would be covered during the Information Session.

Regional Recruiters

2011 - 2014: Continued to determine areas throughout the US to place a Regional Recruiter. Each year a more rational and logical approach was taken to determine the locations across the country where Undergraduate Admissions would place a regional recruiter. Previously there was an approach to the placement often brought about by alumni requests or determination by the administration. A more systematic approach was taken in selecting areas for regional recruiters including tracking applications from various areas over the past three years as well as reviewing national data regarding high school graduation rates across the country. Also viewed was the alumni presence in the targeted areas and spent some time in areas meeting the alumni presence in the targeted areas and spent some time in areas meeting selected high school counselors and alumni. This approach has allowed strategic placement of regional staff members and resulted in a growth of applications, admits and commits.

Counselor Briefings and Receptions

2011-2014: Timing and Location of Counselor briefings and recruitment receptions is often difficult to know what time of year to hold them and good locations for the events. Without researching various locations to be used that would attract counselors or prospective students. Undergraduate Admissions may not be able to reach them. By getting involved in regional and state associations as well as talking with influential counselors and alumni we were able to develop a schedule that would allow us the maximum benefit of sending individuals in the area for recruitment events. Also, software was used that allowed us to put ourselves in areas where the household income level would allow students to be able to pay out of state tuition. Our counselor briefings and recruitment receptions have been successful and we have increased the number of attending every year. We avoid state testing days and other in-service days that would hamper attendance. There are times when national holidays have interfered with hosting counselor briefings but receptions the night of a holiday (MLK or President’s Day) have been well-attended.

Outreach to Independent Counselors

2012-2014: Over the past several years, there has been a growth of independent counselors working with prospective students and their families. An independent counselor is one who is not affiliated with a school district or private school that is contracted by a family to assist in the college selection and application process for their student. By attending Independent Educational Consultants Association (IECA) national meetings (a minimum of attending the college fair that they host) we have been exposed to a large number of independent counselors. UA has begun hosting independent counselor fly-in’s, including independent counselors at our briefings, offering membership on the High School Advisory Board to 2 individuals and have hosted an event for
12 clients of one independent counselor in the Chicago area. As the caseloads of many public school counselors increase, parents will look for other options to assist them in the college search process. UA has shared signs that we are willing to work with independent counselors and as a result, they will encourage students and their families to check out Alabama in the college search process.

**Development of Early Recruitment Material**

2012-2014: Description: Over the past several years there has been an increase in the number of middle school teachers and students that have written to colleges across the country seeking information for college days hosted in their schools. At some NACAC college fairs they have arranged for middle school students to attend. Undergraduate Admissions really had nothing to give students in grades 6-8 other than our regular printed recruitment material. An early recruitment piece was developed that showed the steps that students can begin taking in 8th grade to prepare themselves for the college search process. By providing basic information to middle school students and their families, it begins to develop a mindset about what they need to do including course selection, resume building and curricular interests. For those students that are first generation it is something that can be shared with their parents. While it is not specific to UA, the pictures show scenes from the Capstone but the information is germane to anyone. We have begun handing out the early recruitment piece at college fairs as well sending samples to middle schools that are sponsoring College Awareness Days. Teachers know that the University will respond to requests for information for middle school students and it provides them with a colorful and eye grabbing poster that gives students and parents a step by step guide from 8th grade on to prepare for college. The material can also be handed out at college fairs when middle school students are attending so that the regular recruitment material can be saved for the juniors and seniors.

**Mission / Purpose**

Undergraduate Admissions recruits, admits and enrolls prospective freshmen and transfer students from in state, the southeast, nationwide and internationally while maintaining or improving quality and selectivity. A combination of tailored individualized and group recruitment occurs during private high school visits, college fairs, daily campus tours, receptions and special events on and off campus to deliver a branded message of educational opportunities. Undergraduate Admissions collaborates with our colleges and schools, currently enrolled students, Alumni and parents to assist prospective students and their parents. Undergraduate Admissions identifies academically talented students who meet rigorous scholarship criteria to recruit based on their potential for continued academic success and the likelihood of them developing into future leaders. Undergraduate Admissions promotes collaborations with our colleges and schools, Alumni and parents to assist with recruitment. Student orientation, known as Bama Bound, is a pivotal point in the recruitment and the matriculation process. Students receive a personal orientation program aimed at confirming their decision to attend by connecting them with our academic culture, campus climate, and student community.

Recruitment initiatives, admission and scholarship decisions adhere to the code of conduct through the National Association for College Admission Counseling (NACAC) known as the Statement of Principles of Good Practice (SPGP).

**Connected Documents**

Matriculation - Selectivity and Yield
Matriculation-Selectivity-Yield 2010-2013

**Goals**

G 1: Nationwide Recruitment
Recruit qualified students from the state of Alabama, the southeast and across the nation to maintain entering freshman enrollment goals and selectivity.

G 2: Recruitment - Top Scholars
Continue to emphasize the recruitment of academically talented students/"Top Scholars", to enhance quality and prestige.

G 3: Friendly Websites for Prospective Students
Provide timely and accurate web admission and scholarship applications to prospective entering freshman, transfer and international students. Use of Social Media to update information.

G 4: Campus Tours
Provide campus tours to meet demand of prospective students and their parents.

G 5: Positive Orientation
Provide an excellent orientation (Bama Bound) program for new students and their parents, including advising and registration to assist with their matriculation decision.

**Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans**

OthOtm 1: Maintain or increase admit quality and selectivity.
The admit quality (ACT/SAT and GPA averages) of admitted domestic first time freshman will be maintained or increased as compared to the previous year's admitted class. Selectivity improved based on a smaller percentage of qualified students being admitted as compared to the previous year's class.

**Connected Documents**
- 2010-2012 Matriculation - Selectivity and Yield
- 2010-2013 Matriculation, Selectivity, Yield, ACT/SAT and GPA
- Matriculation - Selectivity and Yield
- Matriculation-Selectivity-Yield 2010-2013
- Undergraduate Admissions Timetable

**Related Measures**

**M 1: Matriculated Students Data Comparison**
Data comparison of total number of matriculated students using weekly reports, reception attendance and census data.

**Source of Evidence:** Evaluations

**Connected Documents**
- 2011-12 Receptions
- 2012-13 Reception Data
- Average GPA and Class Size 2005-2012
- Averages 2012-13

**Target:**
The quality of entering first-time freshmen for fall 2012 was consistent or greater than the entering first-time freshman for fall 2010.

**Connected Documents**
- 2012-13 Reception Data
- Averages 2012-13

**Finding (2013-2014) - Target: Met**
The first-time freshman class increased from 5772 in fall 2011 to 6,397 for fall 2012. Along with this increase the quality was maintained or increased. The GPA average was maintained at 3.57, even with an additional 625 entering first-time freshmen; ACT increased from a 25.4 to a 25.6; and selectivity changed from 52.96% in 2011 to 53.09% for fall 2012. Supporting pdf attached to support increase quality and selectivity.

**Related Action Plans (by Established cycle, then alpha):**

**Continue Strategic Recruitment**
*Established in Cycle: 2011-2012*
Continue to strategically recruit students through our personal; recruitment strategies that include, but are not limited to, in...

**Continue Strategic Enrollment Initiatives**
*Established in Cycle: 2012-2013*
Continue to strategically recruit students through our personal; recruitment strategies that include, but are not limited to, in...

**Electronic Newsletter for High School Guidance Counselors**
*Established in Cycle: 2012-2013*
The electronic newsletter will no longer be emailed to high school guidance counselors. The recruiters will now send high scho...

**High School Guidance Counselor's Website**
*Established in Cycle: 2012-2013*
Recruiters will send their high school guidance counselors a personalized email about pertinent information, i.e counselor bri...

**Admit Quality and Selectivity 2012-13**
*Established in Cycle: 2013-2014*
To update high school counselors in-state and across the country of UA's academic excellence counselors briefings will be held...

For full information, see the Details of Action Plans section of this report.

**M 2: Data comparison of ACT/SAT**
Data comparison of ACT/SAT

**Source of Evidence:** Evaluations

**Connected Document**
- 2012-13 Reception Data

**Target:**
Increase 2012 average ACT to above a 25.4 for first-time matriculated freshmen for fall 2013.

**Connected Document**
- Average ACT - SAT and GPA

**Finding (2013-2014) - Target: Met**
Based on a larger freshman class of 625 students - the average ACT (SAT Concordance applied) rose to 25.6. PDF attached that reflects the comparison data from 2010.

**Related Action Plans (by Established cycle, then alpha):**

**Continue Strategic Enrollment**
Continue Strategic Recruitment
Established in Cycle: 2011-2012
Continue to strategically recruit students through our personal; recruitment strategies that include, but are not limited to, in...

Standardized Test Scores
Established in Cycle: 2011-2012
After the February 1 priority date for prospective students to have a complete file (High School Transcript, Standardized Test S...

Admit and Selectivity
Established in Cycle: 2012-2013
To update high school counselors in-state and across the country of UA's academic excellence counselors briefings will be he...

Continued Strategic Enrollment
Established in Cycle: 2012-2013
Continue to strategically recruit students through our personal; recruitment strategies that include, but are not limited to, in...

For full information, see the Details of Action Plans section of this report.

**M 3: Data comparison of GPA**
Data comparison of GPA

**Source of Evidence:** Evaluations

**Connected Documents**
- 2012-13 Reception Data
- Average ACT - SAT and GPA
- Average GPA and Class Size 2005-2012

**Target:**
The quality of entering first-time freshmen for fall 2012 was consistent or greater than the entering first-time freshman for fall 2011.

**Connected Document**
- Averages 2012-13

**Finding (2013-2014) - Target: Met**
The first-time freshman class increased from 5772 in fall 2011 to 6478 for fall 2012. The GPA average was maintained at 3.5, even with an additional 209 entering first-time freshmen; ACT increased from a 25.1 to a 25.4; and selectivity changed from 53.65% from 2010 to 52.96% for fall 2011. 28% of these first-time freshman students graduated high school with a 4.0 (1,614 students).

**Related Action Plans (by Established cycle, then alpha):**

**M 5: Campus tour survey**
Campus tour survey to determine all aspects of the campus tour were received positively by prospective students and their parents. From registering, tour time availability, email instructions on where to arrive, the tour itself and the tour guide.

*Source of Evidence:* Service Quality

**Connected Documents**
- Campus Tour Numbers 2011 - 2013
- Campus Tour Survey for 2012-13 cycle

**M 12: Demographic Reports**
On a weekly basis review of demographic comparison of previous year data point in time to current year point in time.

*Source of Evidence:* Evaluations

**Target:**
Review of data each week of applications and admit data along with ACT/SAT, GPA averages.

**Finding (2013-2014) - Target: Met**
Throughout the year the overall number of applications and the number of admits increased on a weekly basis. ACT/SAT and GPA were reviewed weekly to ensure that quality students were admitted. Along with this report - the number of freshman enrollment deposits, housing prepayments and orientation registration is reviewed weekly beginning in February resulting in a prediction of the number of students that will matriculate. In addition, all recruiters submit their territory numbers of applications, admits and matrics on a weekly basis.

**Related Action Plans (by Established cycle, then alpha):**
Continue Strategic Enrollment
*Established in Cycle: 2011-2012*
Continue to recruit academically talented students from the state of Alabama and across the nation through various types of re...

Continue Strategic Recruitment
*Established in Cycle: 2011-2012*
Continue to strategically recruit students through our personal; recruitment strategies that include, but are not limited to, in...

For full information, see the *Details of Action Plans* section of this report.

**OthOtnm 2: Maintain Student Enrollment**
The number of enrolled freshmen will be maintained, as compared to prior year’s census, by attracting prospective students who have demonstrated academic ability, which includes at least fifteen units of College Preparatory courses.

**Connected Documents**
- 2010-2012 Matriculation - Selectivity and Yield
- 2010-2013 Matriculation, Selectivity, Yield, ACT/SAT and GPA
- Matriculation - Selectivity and Yield
- Undergraduate Admissions Timetable

**Related Measures**

**M 1: Matriculated Students Data Comparison**
Data comparison of total number of matriculated students using weekly reports, reception attendance and census data.

Source of Evidence: Evaluations

**Connected Documents**
- 2011-12 Receptions
- 2012-13 Reception Data
- Average GPA and Class Size 2005-2012
- Averages 2012-13

**Target:**
The number of enrolled/matriculated freshmen was greater when compared to previous year’s 2011 census data.

**Connected Documents**
- 2011-12 Receptions
- 2012-13 Reception Data

**Finding (2013-2014) - Target: Met**
The number of matriculated students per census for 2012 was 6,397, which was 625 students greater than the 2011 census.

**Related Action Plans (by Established cycle, then alpha):**

**Enrollment to remain Consistent or Greater**
*Established in Cycle: 2012-2013*
Several out-of-state Regional Managers will have to be replaced due to position realignments. Continuation of Student Financi...

For full information, see the *Details of Action Plans* section of this report.

**M 2: Data comparison of ACT/SAT**
Data comparison of ACT/SAT

Source of Evidence: Evaluations

**Connected Document**
- 2012-13 Reception Data

**Target:**
The number of enrolled/matriculated freshmen was greater when compared to previous year’s 2011 census data.

**Finding (2013-2014) - Target: Met**
The number of matriculated students per census for 2012 was 6,397, which is 625 students greater than the 2011 census.

**Related Action Plans (by Established cycle, then alpha):**

**GPA Comparison**
*Established in Cycle: 2011-2012*
After the February 1 priority date for prospective students to have a complete file (High School Transcript, Standardized Test S...

For full information, see the *Details of Action Plans* section of this report.

**M 3: Data comparison of GPA**
Data comparison of GPA

Source of Evidence: Evaluations

**Connected Documents**
- 2012-13 Reception Data
- Average ACT - SAT and GPA
- Average GPA and Class Size 2005-2012

**Target:**
The matriculated students per census for 2012 of 6397 must have a GPA consistent or higher than the 2011 census data.
Finding (2013-2014) - Target: Met
The matriculated students per 2012 Census - 6397 had a GPA of 3.57. The GPA remained consistent with an additional 625 students in the class.

OthOtcm 3: Meet the need for campus tours for prospective students and their parents
Meet the need for campus tours from prospective students and their parents. The campus tours must be informative as well as enjoyable.

Connected Documents
Campus Tour Survey for 2012-13 cycle
Undergraduate Admissions Timetable

Related Measures

M 4: Campus tour availability
Compare historical data to ensure that ample daily campus tours are available
Source of Evidence: Activity volume

Target:
Tours are continually opened to meet the needs of prospective students and their parents.

Finding (2013-2014) - Target: Met
The number of daily campus tours offered during 2011 was 878 with 16,001 participants. The number of daily campus tours offered during 2012 was 1,142 with 19,292 participants. For 2011, our busiest 3 months were March, April and October and monthly attendance ranged from 342 in May to 2,178 in March. For 2012, the busiest months were March, April and July and monthly attendance ranged from 517 in December to 2,972 in March.

In addition to the daily tours, 74 groups with a total of 2,552 participants came for campus visits in 2011. In 2012, 144 groups visited campus with a total of 5,780 participants.

Related Action Plans (by Established cycle, then alpha):

Campus Tour Upgrade
Established in Cycle: 2011-2012
A new bus was purchased and was operational by August 2013. The bus sits 26 people. Based on demand, Undergraduate Admissions ...

For full information, see the Details of Action Plans section of this report.

M 5: Campus tour survey
Campus tour survey to determine all aspects of the campus tour were received positively by prospective students and their parents. From registering, tour time availability, email instructions on where to arrive, the tour itself and the tour guide.

Source of Evidence: Service Quality

Connected Documents
Campus Tour Numbers 2011 - 2013
Campus Tour Survey for 2012-13 cycle

Target:
Increase campus tours to meet the demand of our customers.

Finding (2013-2014) - Target: Met
Based on survey results the needs of our customers are being met. Our customers are pleased with the navigation on the web to register for a campus tour, the registration process, directions to their tour start location, the check-in process, the information packet, their Capstone Man or Woman (CMW) Ambassador and they would recommend a UA Campus Tour to a friend. Success was defined with a percent of 83% or higher of respondents selecting one of the 2 highest ranking responses.

OthOtcm 4: Increase or maintain the number of enrolled "Top Scholars" in the entering freshman class...
The number of entering Top Scholars that enroll, including National Merit Finalists and National Achievement Finalists, will remain consistent or greater in number.

Connected Documents
2007 - 2012 Top Scholars
Scholarship Comparison 2008-2013
Undergraduate Admissions Timetable

Related Measures

M 7: Increase or maintain Top Scholars enrollment
Total number of Top Scholars, including National Merit and National Achievement Finalists, that enrolled at UA that have at least a 30 ACT or 1330 SAT with at least a 3.5 GPA compared to previous year’s scholarship and census data.

Source of Evidence: Activity volume

Connected Document
2007 - 2012 Top Scholars

Target:
Recruitment of National Merit Finalists and National Achievement Finalists (Top Scholars) along with students that qualify, based on academic credentials, for a four year Tuition Scholarship.

Finding (2013-2014) - Target: Met
The number of enrolled National Merit Finalist (NMF) rose from 182 entering freshman students in 2011 to 239 in 2012. This increase in the enrollment of NMF ranked UA number one for the number of first-time freshman
Finalists. National Merit and Achievement Finalists are named by the National Merit Corporation. The number of National Achievement Finalist also increased from 30 entering freshman students in 2011 to 42 in 2012. The number of overall first-time freshman students eligible for a Tuition Scholarship rose from 731 in 2011 to 860 in 2012. To be eligible for an in-state Tuition Scholarship students must have had at least a 30ACT or 1330SAT along with a 3.5 GPA. To be eligible for an out-of-state Tuition Scholarship students must have had a 32ACT or 1400SAT along with a 3.5 GPA.

Related Action Plans (by Established cycle, then alpha):

Determining Finalist Status
Established in Cycle: 2011-2012
In stead of relying solely on calling/emailing high school guidance counselors to determine if admitted students made Finalist s...

For full information, see the Details of Action Plans section of this report.

OthOtcm 5: A positive Bama Bound experience substantiates matriculation.
Students have a positive experience at their Bama Bound Orientation session which validates their fall matriculation decision.

Connected Document
Undergraduate Admissions Timetable

Related Measures

M 8: Survey attending Bama Bound students
Survey attending Bama Bound students to determine satisfaction level.
Source of Evidence: Service Quality

Target:
Students that attend a Summer Bama Bound Orientation Session, first time freshmen and transfer students, should have an overall positive experience with the end result being matriculation.

Finding (2013-2014) - Target: Met
6,463 first time freshmen attended a Bama Bound Orientation Sessions and 6,370 matriculated or 98.6% and 1,190 transfer students attended and 1,156 or 98.4% matriculated to UA.

Connected Document
2012 Bama Bound Orientation Attendance and Yield

M 9: Constructing and revising student orientation program
Survey includes valuable student commentary for constructing and revising elements of the student orientation program.
Source of Evidence: Service Quality

Target:
Review survey results from students that attend Bama Bound Orientation for notable findings and trends for future improvement.

Finding (2013-2014) - Target: Met
The number of small group sessions were increased with orientation student team members to foster additional student interactions. This coupled with evening programming to allow for casual social interactions as well as structured activities. To improve advising the number of orientation sessions were increased while decreasing the cap of attendees at each, which encouraged a smaller adviser/student ratio where possible. Instead of having a 2 hour interval for lunch, with the option of an information fair and interest sessions, the attendees were provided with a more structured schedule to decrease congestion. The 2 hour lunch was changed to a one hour lunch and an hour for interest sessions. The information fair remained open for the 2 hours. To lessen the confusion pertaining to check-in, students and their families were asked to report to Orientation check-in. Upon orientation check-in, students were provided with a schedule that outlined possible housing check-in times.

Related Action Plans (by Established cycle, then alpha):

Revising Student Orientation Plan
Established in Cycle: 2012-2013
To increase customer service to students there will need be an enhanced and increased communications plan pertaining to Math and...

For full information, see the Details of Action Plans section of this report.

OthOtcm 6: User friendly websites for prospective students and their parents and the availability of Social Media.
Provide user friendly and easy to navigate websites that provides prospective students with timely admission and scholarship applications. Also, the websites should provide students and parents access to information, timely updates and accurate answers. Social Media availability which allows for the creation and exchange of user generated content.

Connected Document
Undergraduate Admissions Timetable

Related Measures

M 10: Google Analytics
Google Analytics
Source of Evidence: Administrative measure - other
Target:
Reach out to prospective students and their parents through Undergraduate Admissions websites and through Social Media.

Finding (2013-2014) - Target: Met
Undergraduate Admissions suites of websites were moved from Cold Fusion to PHP and launching a mobile-optimized, cross platform digital viewbook for easy access to basic information to increase customer service.

Related Action Plans (by Established cycle, then alpha):

Web Timeline
Established in Cycle: 2011-2012
Timeline to build and launch iPhone/iPad optimized website shifted based on decision to release an online recruitment Viewbook i...

Responsive Web Design
Established in Cycle: 2012-2013
For the upcoming year, we have will release a Video Hub website and will continue to develop that as another resource for prospe...

Web Traffic - Continue Growth
Established in Cycle: 2012-2013
The Undergraduate Admissions website had a growth of 4% in unique visitors compared to the previous year. This includes a 36% i...

For full information, see the Details of Action Plans section of this report.

OthOtcm 7: Recruitment Receptions
Nationwide recruitment receptions increase UA's exposure and the number of applied, admitted and matriculation results.

Connected Document
Undergraduate Admissions Timetable

Related Measures

M 1: Matriculated Students Data Comparison
Data comparison of total number of matriculated students using weekly reports, reception attendance and census data.

Source of Evidence: Evaluations

Connected Documents
2011-12 Receptions
2012-13 Reception Data
Average GPA and Class Size 2005-2012
Averages 2012-13

Target:
Nationwide recruitment receptions increase UA's exposure and matriculation results.

Connected Document
2012-13 Reception Data

Finding (2013-2014) - Target: Met
Receptions continue to reinforce UA’s academic excellence and opportunities that are available to prospective students and their parents in-state and across the country. The number of receptions have grown again due to the growth of our recruitment efforts. Of the prospective student attendees from our 2012-13 receptions - 2031 freshman students that enrolled in Summer/Fall 2012 attended a reception (up from 1242 from the previous year) with an average ACT score of 26.22, the average SAT was 1172.27, and the average GPA was 3.68.

OthOtcm 8: Recruitment Reception RSVP Software
Research for obtaining a new Event Management program began in 2012. Presentations were made by representatives from 5 companies to a committee of Undergraduate Admissions staff members.

Details of Action Plans for This Cycle (by Established cycle, then alpha)

Campus Tour Upgrade
A new bus was purchased and was operational by August 2013. The bus sits 26 people. Based on demand, Undergraduate Admissions now has 3 buses to use for campus tours.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Campus tour availability | Outcome/Objective: Meet the need for campus tours for prospective students and their parents

Implementation Description: Working with UA Purchasing Department on a future bid - completed.
Projected Completion Date: 12/2012
Responsible Person/Group: Executive Director of Enrollment Services, Director of Regional Recruitment and Manager of Customer Relations.

Continue Strategic Enrollment
Continue to recruit academically talented students from the state of Alabama and across the nation through various types of recruitment initiatives.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High
Relationships (Measure | Outcome/Objective):
- Measure: Data comparison of ACT/SAT | Outcome/Objective: Maintain or increase admit quality and selectivity.
- Measure: Data comparison of GPA | Outcome/Objective: Maintain or increase admit quality and selectivity.
- Measure: Demographic Reports | Outcome/Objective: Maintain or increase admit quality and selectivity.
- Measure: Matriculated Students Data Comparison | Outcome/Objective: Maintain or increase admit quality and selectivity.

Implementation Description: Increased web presence as well as mobile capability, updated publication materials and emails used for recruitment. Added additional recruitment receptions in-state and out-of-state. The Dean and Associate Dean of the Honors College visited high schools.

Projected Completion Date: 08/2012
Responsible Person/Group: Executive Director of Enrollment Services

Continue Strategic Recruitment

Continue to strategically recruit students through our personal; recruitment strategies that include, but are not limited to, interaction and immediate responses from our recruiters to prospective students, email, direct mail, contact with high school guidance counselors and recruitment receptions. Strategic recruitment occurs within the state and across the nation.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
- Measure: Data comparison of ACT/SAT | Outcome/Objective: Maintain or increase admit quality and selectivity.
- Measure: Data comparison of GPA | Outcome/Objective: Maintain or increase admit quality and selectivity.
- Measure: Demographic Reports | Outcome/Objective: Maintain or increase admit quality and selectivity.
- Measure: Matriculated Students Data Comparison | Outcome/Objective: Maintain or increase admit quality and selectivity.

Implementation Description: Review applied, admitted data (ACT/GPA) by college, state and overall on a weekly basis up until enrollment.

Projected Completion Date: 08/2012
Responsible Person/Group: Executive Director of Enrollment Services

Determining Finalist Status

In stead of relying solely on calling/emailing high school guidance counselors to determine if admitted students made Finalist status through the National Merit Corporation competition, recruiters will now also search the web to include high school websites for announcements as well as online newspapers.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
- Measure: Increase or maintain Top Scholars enrollment | Outcome/Objective: Increase or maintain the number of enrolled "Top Scholars" in the entering freshman class.

Implementation Description: By mid-February all recruiters should be contacting high school guidance counselors as well as reviewing online newspaper announcement. Finalists in-state and across the nation were identified and sent updated award correspondence.

Projected Completion Date: 03/2013
Responsible Person/Group: Assistant Director of Scholarships, Senior Associate Director

GPA Comparison

After the February 1 priority date for prospective students to have a complete file (High School Transcript, Standardized Test Score - including essay score, Application and Fee) and then be reviewed for an admit decision, the admissions admit policy pertaining to GPA will be discussed and reviewed. The average GPA of admitted students will be reviewed along with the average GPA for prospective students that have paid their freshman enrollment deposit and housing prepayment deposit. Will review this data and historical data to determine if the GPA requirement needs to be raised for any additional admits.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
- Measure: Data comparison of ACT/SAT | Outcome/Objective: Maintain Student Enrollment

Implementation Description: Review of average GPA's as well as historical data.

Projected Completion Date: 03/2012
Responsible Person/Group: Executive Director and Senior Management Team

Standardized Test Scores

After the February 1 priority date for prospective students to have a complete file (High School Transcript, Standardized Test Score - including essay score, Application and Fee) and have been reviewed for an admit decision, the admissions admit policy pertaining to Standardized Test scores will be reviewed. The average Standardized Test Score of admitted students will be reviewed along with the average Standardized Test Score for prospective students that have paid their freshman enrollment deposit and housing prepayment deposit. Will review this data and historical data to determine if the Standardized Test Score needs to be raised for any additional admits.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
- Measure: Data comparison of ACT/SAT | Outcome/Objective: Maintain or increase admit quality and selectivity.
Implementation Description: Review of Stanzaized Test Data - current and historical.
Projected Completion Date: 03/2013
Responsible Person/Group: Executive Director of Enrollment Services and Senior Management Team.

Web Timeline
Timeline to build and launch iPhone/iPad optimized website shifted based on decision to release an online recruitment Viewbook in August 2012 to coincide with the student recruitment cycle.
Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High
Relationships (Measure | Outcome/Objective):
  Measure: Google Analytics | Outcome/Objective: User friendly websites for prospective students and their parents and the availability of Social Media.
Projected Completion Date: 12/2012
Responsible Person/Group: Web Developer

Admit and Selectivity
To update high school counselors in-state and across the country of UA’s academic excellence counselors briefings will be held. Undergraduate Admissions will continue fly-ins for counselors with a spring and summer fly-in. The spring fly-in will be for fourteen high school counselors and representatives from MO, FL, TX, CA, NJ, PA, AZ, NC and KY. The summer fly-in will be for twelve independent counselors from TX, FL, VA, SC, GA, OH, CA, KY, MO and MA. To share information to assist with the recruitment of quality students, representatives from the College of Engineering and the Honors College will visit high schools. There will be the continuation of prospective Honors students and their parents having lunch with the President.
Established in Cycle: 2012-2013
Implementation Status: In-Progress
Priority: High
Relationships (Measure | Outcome/Objective):
  Measure: Data comparison of ACT/SAT | Outcome/Objective: Maintain or increase admit quality and selectivity.
Responsible Person/Group: Director of Undergraduate Admissions Campus Outreach

Continue Strategic Enrollment Initiatives
Continue to strategically recruit students through our personal: recruitment strategies that include, but are not limited to, interaction and immediate responses from our recruiters to prospective students, email, direct mail, Connected, contact with high school guidance counselors and recruitment receptions. Strategic recruitment occurs within the state and across the nation.
Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High
Relationships (Measure | Outcome/Objective):
  Measure: Matriculated Students Data Comparison | Outcome/Objective: Maintain or increase admit quality and selectivity.
Responsible Person/Group: Associate Provost and Executive Director of Undergraduate Admissions

Continued Strategic Enrollment
Continue to strategically recruit students through our personal: recruitment strategies that include, but are not limited to, interaction and immediate responses from our recruiters to prospective students, email, direct mail, Connected, contact with high school guidance counselors and recruitment receptions. Strategic recruitment occurs within the state and across the nation.
Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High
Relationships (Measure | Outcome/Objective):
  Measure: Data comparison of ACT/SAT | Outcome/Objective: Maintain or increase admit quality and selectivity.

Electronic Newsletter for High School Guidance Counselors
The electronic newsletter will no longer be emailed to high school guidance counselors. The recruiters will now send high school guidance counselors an email that they can personalize (upcoming counselor briefing or reception in the area) and then the high school guidance counselor will be able to click on a link that will take them to the current issue on the counselor website. …this is the second year that we have done this….previously it was emailed to the counselor
Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High
Relationships (Measure | Outcome/Objective):
  Measure: Matriculated Students Data Comparison | Outcome/Objective: Maintain or increase admit quality and selectivity.
Projected Completion Date: 09/2013
Responsible Person/Group: Director of Undergraduate Admissions Campus Outreach

Enrollment to remain Consistent or Greater
Several out-of-state Regional Managers will have to be replaced due to position realignments. Continuation of Student Financial Aid nights in-state.
Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Matriculated Students Data Comparison | Outcome/Objective: Maintain Student Enrollment

Responsible Person/Group: Associate Provost and Executive Director of Undergraduate Admissions

High School Guidance Counselor’s Website

Recruiters will send their high school guidance counselors a personalized email about pertinent information, i.e. counselor briefings, change in scholarships, etc., with a clickable link that will take the high school guidance counselor to the current issue on the counselor website.

Established in Cycle: 2012-2013
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Matriculated Students Data Comparison | Outcome/Objective: Maintain or increase admit quality and selectivity.

Responsible Person/Group: Director of Undergraduate Admissions, Campus Outreach

Responsive Web Design

For the upcoming year, we will release a Video Hub website and will continue to develop that as another resource for prospective students. Improvements will continue to be made to our main website, the Viewbook website, our Web Tour site and all aspects of the Undergraduate Admissions web presence. Moving toward having all of these websites use responsive web design methods to ensure that our content is viewable and usable on as many devices as possible.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Google Analytics | Outcome/Objective: User friendly websites for prospective students and their parents and the availability of Social Media.

Responsible Person/Group: Assistant Director of Web Communications

Revising Student Orientation Plan

To increase customer service to students there will need be an enhanced and increased communications plan pertaining to Math and Foreign Language Placement; an inclusion of a Bama Bound Checklist with their confirmation packet; determine a new process, other then a presentation, for students and parents to obtain information about Student Financial Aid; and campus tours should become optional.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Constructing and revising student orientation program | Outcome/Objective: A positive Bama Bound experience substantiates matriculation.

Responsible Person/Group: Senior Associate Director

Web Traffic - Continue Growth

The Undergraduate Admissions website had a growth of 4% in unique visitors compared to the previous year. This includes a 36% increase in mobile visits and a 144% increase in tablet visits. These statistics confirms the benefit of continuing to make our sites more mobile friendly. Web Communications will continually enhance the Undergraduate Admissions web suites as needed.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Google Analytics | Outcome/Objective: User friendly websites for prospective students and their parents and the availability of Social Media.

Responsible Person/Group: Assistant Director of Web Communications

Admit Quality and Selectivity 2012-13

To update high school counselors in-state and across the country of UA's academic excellence counselors briefings will be held. Undergraduate Admissions will continue fly-ins for counselors with a spring and summer fly-in. The spring fly-in will be for fourteen high school counselors and representatives from MO, FL, TX, CA, NJ, PA, AZ, NC and KY. The summer fly-in will be for twelve independent counselors from TX, FL, VA, SC, GA, OH, CA, KY, MO and MA. To share information to assist with the recruitment of quality students, representatives from the College of Engineering and the Honors College will visit high schools. There will be the continuation of prospective Honors students and their parents having lunch with the President.

Established in Cycle: 2013-2014
Implementation Status: Terminated
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Matriculated Students Data Comparison | Outcome/Objective: Maintain or increase admit quality and selectivity.

Responsible Person/Group: Director of Undergraduate Admissions, Campus Outreach
Mission / Purpose

Undergraduate Admissions recruits, admits and enrolls prospective freshmen and transfer students from in-state, the southeast, and nationwide while maintaining or improving quality and selectivity. A combination of tailored individualized and group recruitment occurs during private high school visits, college fairs, daily campus tours, receptions and special events on and off-campus to deliver a branded message of educational opportunities. Undergraduate Admissions promotes collaborations with our colleges and schools, Alumni and parents to assist with recruitment and enrollment. Undergraduate Admissions also identifies academically talented students who meet rigorous scholarship criteria to recruit based on their potential for continued academic success and the likelihood of them developing into future leaders. Student orientation, known as Bama Bound, is a pivotal point in the recruitment and enrollment process. Students receive a personal orientation program aimed at connecting them with our academic culture, campus climate, and student community.

Recruitment initiatives, admission and scholarship decisions adhere to the code of conduct through the National Association for College Admission Counseling (NACAC) known as the Statement of Principles of Good Practice (SPGP).

Goals

G 1: Undergraduate Admissions Goals
Recruit qualified students from the state of Alabama, the southeast and across the nation to maintain entering freshman enrollment goals and selectivity.

Continue to emphasize the recruitment of academically talented students, or Top Scholars, to enhance quality and prestige.

Provide timely and accurate web admission and scholarship applications to prospective entering freshman and transfer students. Maintain and have a currently enrolled web scholarship application available.

Through evaluation of high school transcripts and standardized test scores to determine an admit decision.

Provide an excellent orientation program for new students and their parents, including advising and registration to assist in a smooth transition to the university.

Recruit, develop, support and retain Office of Undergraduate Admissions staff.

Continuously seek excellence in all areas of service.

Effectively infuse and integrate technology in all key processes.

Strengthen and expand collaborative efforts with educational communities.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcm 1: Maintain or increase admit quality and selectivity.
The admit quality (ACT/SAT and GPA averages) of admitted domestic first time freshman will be maintained or increased as compared to the previous year’s admitted class. Selectivity improved based on a smaller percentage of qualified students being admitted as compared to the previous year’s class.

Related Measures

M 1: matriculated students data comparison
Data comparison of total number of matriculated students using weekly reports, reception attendance and census data.

Source of Evidence: Evaluations

Target:
The quality of entering first-time freshmen for fall 2012 was consistent or greater than the entering first-time freshman for fall 2011.
Finding (2012-2013) - Target: Met

The first-time freshman class increased from 5772 in fall 2011 to 6,397 for fall 2012. Along with this increase the quality was maintained or increased. The GPA average was maintained at 3.57, even with an additional 625 entering first-time freshmen; ACT increased from a 25.4 to a 25.6; and selectivity changed from 52.96% in 2011 to 53.09% for fall 2012. Supporting pdf attached to support increase quality and selectivity.

Related Action Plans (by Established cycle, then alpha):

Admit Quality and Selectivity
Established in Cycle: 2011-2012
To update high school counselors in-state and across the country of UA's academic excellence. This type of information assist...

Electronic Newsletter for high school guidance counselors
Established in Cycle: 2011-2012
A quarterly electronic newsletter directed to high school counselors highlighting important information (i.e. scholarship dead...

Maintain or increase admit quality
Established in Cycle: 2011-2012
Develop communication plan that outlines monthly emails and campaigns that will guide the recruiters in their strategies for c...

Continue Strategic Enrollment Initiatives
Established in Cycle: 2012-2013
Continue to strategically recruit students through our personal; recruitment strategies that include, but are not limited to, in...

Continued Strategic Enrollment
Established in Cycle: 2012-2013
Continue to strategically recruit students through our personal; recruitment strategies that include, but are not limited to, in...

High School Guidance Counselor's Website
Established in Cycle: 2012-2013
Recruiters will send their high school guidance counselors a personalized email about pertinent information, i.e counselor bri...

For full information, see the Details of Action Plans section of this report.

M 2: Data comparison of ACT/SAT
Data comparison of ACT/SAT
Source of Evidence: Evaluations

Target:
Increase 2011 average ACT to above a 25.4 for first-time matriculated freshmen for fall 2012.

Connected Documents
Average ACT - SAT and GPA
Averages 2012-13

Finding (2012-2013) - Target: Met
Based on a larger freshman class of 625 students - the average ACT (SAT Concordance applied) rose to 25.6. PDF attached that reflects the comparison data from 2010

Related Action Plans (by Established cycle, then alpha):

Admit Quality and Selectivity
Established in Cycle: 2011-2012
To update high school counselors in-state and across the country of UA's academic excellence. This type of information assist...

Continue Strategic Enrollment
Established in Cycle: 2011-2012
Continue to recruit academically talented students from the state of Alabama and across the nation through various types of re...

Continue Strategic Recruitment
Established in Cycle: 2011-2012
Continue to strategically recruit students through our personal; recruitment strategies that include, but are not limited to, in...

Standardized Test Scores
Established in Cycle: 2011-2012
After the February 1 priority date for prospective students to have a complete file (High School Transcript, Standardized Test S...

Admit and Selectivity
Established in Cycle: 2012-2013
To update high school counselors in-state and across the country of UA's academic excellence counselors briefings will be he...

For full information, see the Details of Action Plans section of this report.

M 3: Data comparison of GPA
Data comparison of GPA
Target:
The quality of entering first-time freshmen for fall 2012 was consistent or greater than the entering first-time freshmen for fall 2011.

Finding (2012-2013) - Target: Met
The first-time freshman class increased from 5772 in fall 2011 to 6478 for fall 2012. The GPA average was maintained at 3.5, even with an additional 209 entering first-time freshmen; ACT increased from a 25.1 to a 25.4; and selectivity changed from 53.65% from 2010 to 52.96% for fall 2011. 28% of these first-time freshman students graduated high school with a 4.0 (1,614 students).

Related Action Plans (by Established cycle, then alpha):
- Admit Quality and Selectivity
  Established in Cycle: 2011-2012
  To update high school counselors in-state and across the country of UA's academic excellence. This type of information assist...

- Continue Strategic Enrollment
  Established in Cycle: 2011-2012
  Continue to recruit academically talented students from the state of Alabama and across the nation through various types of re...

- Continue Strategic Recruitment
  Established in Cycle: 2011-2012
  Continue to strategically recruit students through our personal; recruitment strategies that include, but are not limited to, in...

  For full information, see the Details of Action Plans section of this report.

OthOtcn 2: Maintain Student Enrollment
The number of enrolled freshmen will be maintained, as compared to prior year’s census, by attracting prospective students who have demonstrated academic ability, which includes at least fifteen units of College Preparatory courses.

Related Measures
- M 1: matriculated students data comparison
  Data comparison of total number of matriculated students using weekly reports, reception attendance and census data.

Source of Evidence: Evaluations

Connected Documents
- 2011-12 Matriculation - Selectivity and Yield
- Matriculation - Selectivity and Yield 
- Undergraduate Admissions Timetable
The number of enrolled/matriculated freshmen was greater when compared to previous year’s 2011 census data.

Connected Documents
2011-12 Receptions
2012-13 Reception Data

Finding (2012-2013) - Target: Met
The number of matriculated students per census for 2012 was 6,397, which was 625 students greater than the 2011 census.

Related Action Plans (by Established cycle, then alpha):

Enrollment to remain consistent or greater
Established in Cycle: 2011-2012
In order to ensure continuity from a management and leadership perspective, it is essential to add additional professional sta...

Receptions - RSVP’s and Internal Survey
Established in Cycle: 2011-2012
To make the RSVP process more streamlined for prospective students - will transition from a response card reply for event RSVP...

Continue Strategic Enrollment Initiatives
Established in Cycle: 2012-2013
Continue to strategically recruit students through our personal; recruitment strategies that include, but are not limited to, in...

For full information, see the Details of Action Plans section of this report.

M 2: Data comparison of ACT/SAT
Data comparison of ACT/SAT
Source of Evidence: Evaluations

Target:
The number of enrolled/matriculated freshmen was greater when compared to previous year’s 2011 census data.

Finding (2012-2013) - Target: Met
The number of matriculated students per census for 2012 was 6,397, which is 625 students greater than the 2011 census.

Related Action Plans (by Established cycle, then alpha):

Continue Strategic Enrollment
Established in Cycle: 2011-2012
Continue to recruit academically talented students from the state of Alabama and across the nation through various types of re...

GPA Comparison
Established in Cycle: 2011-2012
After the February 1 priority date for prospective students to have a complete file (High School Transcript, Standardized Test S...

Admit and Selectivity
Established in Cycle: 2012-2013
To update high school counselors in-state and across the country of UA’s academic excellence counselors briefings will be he...

For full information, see the Details of Action Plans section of this report.

M 3: Data comparison of GPA
Data comparison of GPA
Source of Evidence: Evaluations

Connected Documents
2012-13 Reception Data
Average ACT - SAT and GPA
Average GPA and Class Size 2005-2012
Averages 2012-13

Target:
The matriculated students per census for 2012 - 6397 a GPA consistent or higher than the 2011 census data.

Finding (2012-2013) - Target: Met
The matriculated students per 2012 Census - 6397 had a GPA of 3.57. The GPA remained consistent with an additional 625 students in the class.

Other: Meet the need for campus tours for prospective students and their parents
Meet the need for campus tours from prospective students and their parents. The campus tours must be informative as well as enjoyable.

Connected Document
Undergraduate Admissions Timetable

Related Measures

M 4: Campus tour availability
Compare historical data to ensure that ample daily campus tours are available
Source of Evidence: Activity volume

Connected Document
Target:
Tours are continually opened to meet the needs of prospective students and their parents.

Finding (2012-2013) - Target: Met
The number of daily campus tours offered during 2011 was 878 with 16,001 participants. The number of daily campus tours offered during 2012 was 1,142 with 19,292 participants. For 2011, our busiest 3 months were March, April and October, and monthly attendance ranged from 342 in May to 2,178 in March. For 2012, the busiest months were March, April and July, and monthly attendance ranged from 517 in December to 2,972 in March. In addition to the daily tours, 74 groups with a total of 2,552 participants came for campus visits in 2011. In 2012, 144 groups visited campus with a total of 5,780 participants.

Related Action Plans (by Established cycle, then alpha):
- **Campus Tour Software**
  *Established in Cycle: 2011-2012*
  Research software programs that can be used for prospective students to reserve a campus tour.
- **Campus Tour Upgrade**
  *Established in Cycle: 2011-2012*
  Due to the number of tours given during a year, will research the possibility of purchasing a new 26 seat bus to increase the nu...

For full information, see the Details of Action Plans section of this report.

M 5: Campus tour survey
Campus tour survey to determine all aspects of the campus tour were received positively by prospective students and their parents. From registering, tour time availability, email instructions on where to arrive, the tour itself and the tour guide.

Source of Evidence: Service Quality

Connected Documents
- [Campus Tour Numbers 2011 - 2013](#)
- [Campus Tour Survey for 2012-13 cycle](#)

Target:
Increase campus tours to meet the demand of our customers.

Finding (2012-2013) - Target: Met
Based on survey results the needs of our customers are being met. Our customers are pleased with the navigation on the web to register for a campus tour, the registration process, directions to their tour start location, the check-in process, the information packet, their Capstone Man or Woman (CMW) Ambassador and they would recommend a UA Campus Tour to a friend. Success was defined with a percent of 83% or higher of respondents selecting one of the 2 highest ranking responses.

Connected Documents
- [Undergraduate Admissions Timetable](#)

OthOtcM 4: Increase or maintain the number of enrolled "Top Scholars" in the entering freshman class...
The number of entering Top Scholars that enroll, including National Merit Finalists and National Achievement Finalists, will remain consistent or greater in number.

Connected Document
- [2007 - 2012 Top Scholars](#)

Related Measures

- **M 7: Increase or maintain Top Scholars enrollment**
  Total number of Top Scholars, including National Merit and National Achievement Finalists, that enrolled at UA that have at least a 30 ACT or 1330 SAT with at least a 3.5 GPA compared to previous year's scholarship and census data.

Source of Evidence: Activity volume

Connected Document
- [2007 - 2012 Top Scholars](#)

Target:
Recruitment of National Merit Finalists and National Achievement Finalists (Top Scholars) along with students that qualify, based on academic credentials, for a four year Tuition Scholarship.

Finding (2012-2013) - Target: Met
The number of enrolled National Merit Finalist (NMF) rose from 182 entering freshman students in 2011 to 239 in 2012. This increase in the enrollment of NMF ranked UA number one for the number of first-time freshman Finalists. National Merit and Achievement Finalists are named by the National Merit Corporation. The number of National Achievement Finalist also increased from 30 entering freshman students in 2011 to 42 in 2012. The number of overall first-time freshman students eligible for a Tuition Scholarship rose from 731 in 2011 to 860 in 2012. To be eligible for an in-state Tuition Scholarship students must have had at least a 30ACT or 1330SAT along with a 3.5 GPA. To be eligible for an out-of-state Tuition Scholarship students must have had a 32ACT or 1400SAT along with a 3.5 GPA.

Related Action Plans (by Established cycle, then alpha):
- **Determining Finalist Status**
  *Established in Cycle: 2011-2012*
  In stead of relying solely on calling/emailing high school guidance counselors to determine if admitted students made Finalist s...

For full information, see the Details of Action Plans section of this report.

OthOtcM 5: A positive Bama Bound experience substantiates matriculation.
Students have a positive experience at their Bama Bound Orientation session which validates their fall matriculation decision.
Connected Document
Undergraduate Admissions Timetable

Related Measures

M 8: Survey attending Bama Bound students
Survey attending Bama Bound students to determine satisfaction level.
Source of Evidence: Service Quality

Connected Document
Campus Tour Survey for 2012-13 cycle

Target:
Of the total freshmen and transfer students that attend Summer Bama Bound must have an overall positive experience for them to matriculate during the the summer or fall.

Connected Document
2012 Bama Bound Orientation Attendance and Yield

Finding (2012-2013) - Target: Met
6,463 first time freshmen attended a Bama Bound Orientation Sessions and 6,370 matriculated or 98.6% and 1,190 transfer students attended and 1,156 or 98.4% matriculated to UA.

Related Action Plans (by Established cycle, then alpha):

Bama Bound Improvements
Established in Cycle: 2011-2012
After-hours programming will be changed from a social type event to an event with several options for the prospective students. ...

For full information, see the Details of Action Plans section of this report.

M 9: Constructing and revising student orientation program
Survey includes valuable student commentary for constructing and revising elements of the student orientation program.
Source of Evidence: Service Quality

Target:
Review survey results from students that attended 2012 Bama Bound Orientation for notable findings and trends for future improvement.

Finding (2012-2013) - Target: Met
The number of small group sessions were increased with orientation student team members to foster additional student interactions. This coupled with evening programming to allow for casual social interactions as well as structured activities. To improve advising the number of orientation sessions were increased while decreasing the cap of attendees at each, which encouraged a smaller adviser/student ratio where possible. Instead of having a 2 hour interval for lunch, with the option of an information fair and interest sessions, the attendees were provided with a more structured schedule to decrease congestion. The 2 hour lunch was changed to a one hour lunch and an hour for interest sessions. The information fair remained open for the 2 hours. To lessen the confusion pertaining to check-in, students and their families were asked to report to Orientation check-in. Upon orientation check-in, students were provided with a schedule that outlined possible housing check-in times.

Related Action Plans (by Established cycle, then alpha):

Bama Bound Improvements
Established in Cycle: 2011-2012
After-hours programming will be changed from a social type event to an event with several options for the prospective students. ...

Revising Student Orientation Plan
Established in Cycle: 2012-2013
To increase customer service to students there will need be an enhanced and increased communications plan pertaining to Math and...

For full information, see the Details of Action Plans section of this report.

OthOtcn 6: User friendly websites for prospective students and their parents and the availability of Social Media.
Provide user friendly and easy to navigate websites that provides prospective students and parents easy access to information, timely updates and accurate answers. Social Media availability which allows for the creation and exchange of user generated content.

Connected Document
Undergraduate Admissions Timetable

Related Measures

M 10: Google Analytics
Google Analytics
Source of Evidence: Administrative measure - other

Target:
Reach out to prospective students and their parents through Undergraduate Admissions websites and through Social Media.

Finding (2012-2013) - Target: Met
Undergraduate Admissions suites of websites were moved from Cold Fusion to PHP and launching a mobile-optimized, cross platform digital viewbook for easy access to basic information to increase customer service.
Related Action Plans (by Established cycle, then alpha):

Undergrad AD suite of websites
Established in Cycle: 2011-2012
Rework of the infrastructure of Undergraduate Admissions suite of websites to transition from ColdFusion scripting to PHP through...

Web Timeline
Established in Cycle: 2011-2012
Timeline to build and launch iPhone/iPad optimized website shifted based on decision to release an online recruitment Viewbook i...

Responsive Web Design
Established in Cycle: 2012-2013
For the upcoming year, we have will release a Video Hub website and will continue to develop that as another resource for prospe...

Web Traffic - Continue Growth
Established in Cycle: 2012-2013
The Undergraduate Admissions website had a growth of 4% in unique visitors compared to the previous year. This includes a 36% i...

For full information, see the Details of Action Plans section of this report.

OthOtcn 7: Recruitment Receptions
Nationwide recruitment receptions increase UA's exposure and the number of applied, admitted and matriculation results.

Connected Document
Undergraduate Admissions Timetable

Related Measures

M 1: matriculated students data comparison
Data comparison of total number of matriculated students using weekly reports, reception attendance and census data.
Source of Evidence: Evaluations

Connected Documents
2011-12 Receptions
2012-13 Reception Data
Average GPA and Class Size 2005-2012
Averages 2012-13

Target:
Nationwide recruitment receptions increase UA's exposure and matriculation results.

Connected Document
2012-13 Reception Data

Finding (2012-2013) - Target: Met
Receptions continue to reinforce UA's academic excellence and opportunities that are available to prospective students and their parents in-state and across the country. The number of receptions have grown again due to the growth of our recruitment efforts. Of the prospective student attendees from our 2012-13 receptions - 2031 freshman students that enrolled in Summer/Fall 2012 attended a reception (up from 1242 from the previous year) with an average ACT score of 26.22, the average SAT was 1172.27, and the average GPA was 3.68.

Details of Action Plans for This Cycle (by Established cycle, then alpha)

Admit Quality and Selectivity
To update high school counselors in-state and across the country of UA's academic excellence. This type of information assists Undergraduate Admissions with the recruitment of quality students. We plan to have four special counselor receptions/briefings in cooperation with city/counselor associations in Westchester, Putnam, Rockland NY, Lexington KY, Louisville KY, and St. Louis MO. Also, we will host counselor fly-ins for at least eighteen high school counselors from across the country highlighting UA resources and special programs. And, invite Atlanta counselors during a one day bus trip.

Have representatives from Honors College visit high schools in-state and out of state to meet prospective high achieving students.

Standardized a format and plan for the prospective Honors students luncheons with the University President.

Established in Cycle: 2011-2012
Implementation Status: Finished
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Data comparison of ACT/SAT | Outcome/Objective: Maintain or increase admit quality and selectivity.
Measure: Data comparison of GPA | Outcome/Objective: Maintain or increase admit quality and selectivity.
Measure: matriculated students data comparison | Outcome/Objective: Maintain or increase admit quality and selectivity.

Implementation Description: These action plans occurred during the fall and spring recruitment cycle. And, the fly-ins and Atlanta counselor visits were in late spring.

Projected Completion Date: 06/2012
Responsible Person/Group: Executive Director of Enrollment Services and Senior Staff.
Bama Bound Improvements

After-hours programming will be changed from a social type event to an event with several options for the prospective students. After-hours programming will need to include options for group exercises at the Student Recreation Center, intramural sports, Student Media (WWUA) and a Health Hut.

For a personalized feel - small groups of prospective students working with their Avanti leader will be included during all orientation sessions.

During Orientation - the time available for prospective students to meet and work with their college/school representatives/advisors will be extended during both meeting times.

To avoid confusion for accommodation and orientation check-in - prospective students will be able to check-in to housing during lunch or at the end of the first day and no longer prior to orientation check-in.

Established in Cycle: 2011-2012
Implementation Status: Finished
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Constructing and revising student orientation program | Outcome/Objective: A positive Bama Bound experience substantiates matriculation.
  Measure: Survey attending Bama Bound students | Outcome/Objective: A positive Bama Bound experience substantiates matriculation.

Implementation Description: Worked collectively with the Stu Rec Ctr, College of Communication & Information Sciences & the Health Center and offered a different type of after hours programming. During the orientation sessions prospective students were able to meet in small groups with their Avanti leaders to discuss any questions or concerns. Since Math Assessment is completed prior to students attending an orientation session, college/school visits were increased to 3 hrs day 1 and 2 hours for day 2.
Projected Completion Date: 05/2012
Responsible Person/Group: Associate Director of Orientation and Special Events, Assistant Director of Orientation and Special Events.

Campus Tour Software

Research software programs that can be used for prospective students to reserve a campus tour.

Established in Cycle: 2011-2012
Implementation Status: Finished
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Campus tour availability | Outcome/Objective: Meet the need for campus tours for prospective students and their parents

Implementation Description: Contract has been signed. Currently testing the functionalities of the software as well as compatibility with Talisma (CRM) for the importing of tour data.
Projected Completion Date: 08/2012
Responsible Person/Group: Director of Regional Recruitment, Manager of Customer Relations.

Campus Tour Upgrade

Due to the number of tours given during a year, will research the possibility of purchasing a new 26 seat bus to increase the number of participants by 4, which will decrease the waitlist for prospective students and their parents.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Campus tour availability | Outcome/Objective: Meet the need for campus tours for prospective students and their parents

Implementation Description: Working with UA Purchasing Department on a future bid.
Projected Completion Date: 12/2012
Responsible Person/Group: Executive Director of Enrollment Services, Director of Regional Recruitment and Manager of Customer Relations.

Continue Strategic Enrollment

Continue to recruit academically talented students from the state of Alabama and across the nation through various types of recruitment initiatives.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Data comparison of ACT/SAT | Outcome/Objective: Maintain or increase admit quality and selectivity.
  | Maintain Student Enrollment
  Measure: Data comparison of GPA | Outcome/Objective: Maintain or increase admit quality and selectivity.
  Measure: Demographic Reports | Outcome/Objective: Maintain or increase admit quality and selectivity.

Implementation Description: Increased web presence as well as mobile capability, updated publication materials and emails used for recruitment. Added additional recruitment receptions in-state and out-of-state. The Dean and Associate Dean of the Honors College visited high schools.
Projected Completion Date: 08/2012
Responsible Person/Group: Executive Director of Enrollment Services

Continue Strategic Recruitment

Continue to strategically recruit students through our personal; recruitment strategies that include, but are not limited
to, interaction and immediate responses from our recruiters to prospective students, email, direct mail, contact with high school guidance counselors and recruitment receptions. Strategic recruitment occurs within the state and across the nation.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Data comparison of ACT/SAT | Outcome/Objective: Maintain or increase admit quality and selectivity.
Measure: Data comparison of GPA | Outcome/Objective: Maintain or increase admit quality and selectivity.
Measure: Demographic Reports | Outcome/Objective: Maintain or increase admit quality and selectivity.

Implementation Description: Review applied, admitted data (ACT/GPA) by college, state and overall on a weekly basis up until enrollment.
Projected Completion Date: 08/2012
Responsible Person/Group: Executive Director of Enrollment Services

Determining Finalist Status
In stead of relying solely on calling/emailing high school guidance counselors to determine if admitted students made Finalist status through the National Merit Corporation competition, recruiters will now also search the web to include high school websites for announcements as well as online newspapers.

Established in Cycle: 2011-2012
Implementation Status: Finished
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Increase or maintain Top Scholars enrollment | Outcome/Objective: Increase or maintain the number of enrolled "Top Scholars" in the entering freshman class.

Implementation Description: By mid-February all recruiters were contacting high school guidance counselors as well as reviewing online newspaper announcement. Finalists in-state and across the nation were identified and sent updated award correspondence.
Projected Completion Date: 03/2012
Responsible Person/Group: Assistant Director of Scholarships, Senior Associate Director

Electronic Newsletter for high school guidance counselors
A quarterly electronic newsletter directed to high school counselors highlighting important information (i.e. scholarship deadlines, priority application date) and provide space for each recruiter to personalize a message at the beginning of the newsletter will be implemented.

Established in Cycle: 2011-2012
Implementation Status: Finished
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: matriculated students data comparison | Outcome/Objective: Maintain or increase admit quality and selectivity.

Implementation Description: Template being developed
Projected Completion Date: 08/2012
Responsible Person/Group: Director of Regional Recruitment, Web Developer

Enrollment to remain consistent or greater
In order to ensure continuity from a management and leadership prospective, it is essential to add additional professional staff to ensure consistent and positive recruitment. Four to five Regional Managers will be hired to work with small groups of regional recruiters to allow for closer and more effective working/ supervisory relationships. A new Assistant Director will also be hired to have oversight of two regional teams and one Regional Manager.

Will work closely with Student Financial Aid and have Financial Aid nights in seven Alabama cities to assist parents and students with options of funding post-secondary education.

Established in Cycle: 2011-2012
Implementation Status: Finished
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: matriculated students data comparison | Outcome/Objective: Maintain Student Enrollment

Implementation Description: Four out-of-state Regional Managers and one in-state Regional Manager were promoted from Regional Recruiters. And, an Assistant Director was hired. Seven Financial Aid Information sessions were held across the state of Alabama.
Projected Completion Date: 04/2012
Responsible Person/Group: Executive Director of Enrollment Services, Director of Regional Recruitment and a Senior Associate Director.

Connected Document
2012-13 Reception Data

GPA Comparison
After the February 1 priority date for prospective students to have a complete file (High School Transcript, Standardized Test Score - including essay score, Application and Fee) and then be reviewed for an admit decision, the admissions admit policy pertaining to GPA will be discussed and reviewed. The average GPA of admitted students will be reviewed along with the average GPA for prospective students that have paid their freshman enrollment deposit and housing prepayment deposit. Will review this data and historical data to determine if the GPA requirement needs to be raised for any additional admits.
Established in Cycle: 2011-2012
Implementation Status: Finished
Priority: High
Relationships (Measure | Outcome/Objective):
  Measure: Data comparison of ACT/SAT
  Outcome/Objective: Maintain Student Enrollment
Implementation Description: Review of average GPA's as well as historical data.
Projected Completion Date: 03/2012
Responsible Person/Group: Executive Director and Senior Management Team

Maintain or increase admit quality

Develop communication plan that outlines monthly emails and campaigns that will guide the recruiters in their strategies for communicating with potential students and their families as well as developed a list of wimba chats and a prioritized list of groups for the alumni calling center to contact.

To update high school counselors in-state and across the country of UA's academic excellence. This type of information assists Undergraduate Admissions with the recruitment of quality students. We plan to have four special counselor receptions/briefings in cooperation with city/counselor associations in Westchester, Putnam, Rockland NY, Lexington KY, Louisville KY, and St. Louis MO. Also, we will host counselor fly-ins for at least eighteen high school counselors from across the country highlighting UA resources and special programs. And, invite Atlanta counselors during a one day bus trip.

A quarterly electronic newsletter directed to high school counselors highlighting important information (i.e. scholarship deadlines, priority application date) and provided space for each recruiter to personalize a message at the beginning of the newsletter will be implemented.

Have representatives from Honors College visit high schools in-state as out to meet prospective high achieving students.

Standardized a format and plan for the prospective Honors students luncheons with the University President.

Established in Cycle: 2011-2012
Implementation Status: Finished
Priority: High
Relationships (Measure | Outcome/Objective):
  Measure: matriculated students data comparison
  Outcome/Objective: Maintain or increase admit quality and selectivity.
Implementation Description: Senior Management Team worked closely with all recruiters to compare individual communication plans to develop one plan for all recruiters. Director of Regional Recruitment work with Regional Recruiters in specific cities for special counselor briefings. Assistant Director worked with Atlanta Regional Recruiters to plan a day trip to campus.
Projected Completion Date: 07/2012
Responsible Person/Group: Executive Director of Enrollment Services, Senior Management team and Assistant Director for Regional Recruitment.

Receptions - RSVP's and Internal Survey

To make the RSVP process more streamlined for prospective students - will transition from a response card reply for event RSVPs to a web based response form. Will develop a survey for staff members in attendance at recruitment receptions as a way to debrief after a recruitment reception swing. The survey will cover staff's views on specific duties, how they are managed and the event venue. This will provide additional information for the planning of the next year's receptions and venues.

Established in Cycle: 2011-2012
Implementation Status: Finished
Priority: High
Relationships (Measure | Outcome/Objective):
  Measure: matriculated students data comparison
  Outcome/Objective: Maintain Student Enrollment
Implementation Description: Worked work with web developer for online RSVP. Internal survey was developed and began using with our spring receptions.
Projected Completion Date: 01/2012
Responsible Person/Group: Associate Director of Alumni and Volunteer Recruitment and Web Developer.

Standardized Test Scores

After the February 1 priority date for prospective students to have a complete file (High School Transcript, Standardized Test Score - including essay score, Application and Fee) and have been reviewed for an admit decision, the admissions admit policy pertaining to Standardized Test scores will be reviewed. The average Standardized Test Score of admitted students will be reviewed along with the average Standardized Test Score for prospective students that have paid their freshman enrollment deposit and housing prepayment deposit. Will review this data and historical data to determine if the Standardized Test Score needs to be raised for any additional admits.

Established in Cycle: 2011-2012
Implementation Status: Finished
Priority: High
**Relationships (Measure | Outcome/Objective):**

**Measure:** Data comparison of ACT/SAT  
**Outcome/Objective:** Maintain or increase admit quality and selectivity.

**Implementation Description:** Review of Standaized Test Data - current and historical.

**Projected Completion Date:** 03/2012

**Responsible Person/Group:** Executive Director of Enrollment Services and Senior Managemnt Team.

**Undergrad AD suite of websites**

Rework of the infrastructure of Undergraduate Admissions suite of websites to transition from ColdFusion scripting to PHP throughout, while maintaining and improving the ability of recruiters to add content to their recruiter page.

**Established in Cycle:** 2011-2012

**Implementation Status:** Finished

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Google Analytics  
**Outcome/Objective:** User friendly websites for prospective students and their parents and the availability of Social Media.

**Projected Completion Date:** 08/2012

**Responsible Person/Group:** Web Developer

**Web Timeline**

Timeline to build and launch iPhone/iPad optimized website shifted based on decision to release an online recruitment Viewbook in August 2012 to coincide with the student recruitment cycle.

**Established in Cycle:** 2011-2012

**Implementation Status:** In-Progress

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Google Analytics  
**Outcome/Objective:** User friendly websites for prospective students and their parents and the availability of Social Media.

**Projected Completion Date:** 12/2012

**Responsible Person/Group:** Web Developer

**Admit and Selectivity**

To update high school counselors in-state and across the country of UA's academic excellence counselors briefings will be held. Undergraduate Admissions will continue fly-ins for counselors with a spring and summer fly-in. The spring fly-in will be for fourteen high school counselors and representatives from MO, FL, TX, CA, NJ, PA, AZ, NC and KY. The summer fly-in will be for twelve independent counselors from TX, FL, VA, SC, GA, OH, CA, KY, MO and MA. To share information to assist with the recruitment of quality students, representatives from the College of Engineering and the Honors College will visit high schools. There will be the continuation of prospective Honors students and their parents having lunch with the President.

**Established in Cycle:** 2012-2013

**Implementation Status:** In-Progress

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Data comparison of ACT/SAT  
**Outcome/Objective:** Maintain or increase admit quality and selectivity.

| Maintain Student Enrollment |

**Responsible Person/Group:** Director of Undergraduate Admissions Campus Outreach

**Continue Stratigic Enrollment Initiatives**

Continue to strategically recruit students through our personal; recruitment strategies that include, but are not limited to, interaction and immediate responses from our recruiters to prospective students, email, direct mail, Connected, contact with high school guidance counselors and recruitment receptions. Strategic recruitment occurs within the state and across the nation.

**Established in Cycle:** 2012-2013

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** matriculated students data comparison  
**Outcome/Objective:** Maintain or increase admit quality and selectivity.

| Maintain Student Enrollment |

**Responsible Person/Group:** Associate Provost and Executive Director of Undergraduate Admissions

**Connected Document**

*2007 - 2012 Top Scholars*

**Continued Stratigic Enrollment**

Continue to strategically recruit students through our personal; recruitment strategies that include, but are not limited to, interaction and immediate responses from our recruiters to prospective students, email, direct mail, Connected, contact with high school guidance counselors and recruitment receptions. Strategic recruitment occurs within the state and across the nation.

**Established in Cycle:** 2012-2013

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** matriculated students data comparison  
**Outcome/Objective:** Maintain or increase admit quality and selectivity.

**Electronic Newsletter for High School Guidance Counselors**
The electronic newsletter will no longer be emailed to high school guidance counselors. The recruiters will now send high school guidance counselors an email that they can personalize (upcoming counselor briefing or reception in the area) and then the high school guidance counselor will be able to click on a link that will take them to the current issue on the counselor website. …this is the second year that we have done this.....previously it was emailed to the counselor

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High
Projected Completion Date: 09/2013
Responsible Person/Group: Director of Undergraduate Admissions Campus Outreach

Enrollment to remain Consistent or Greater
Several out-of-state Regional Managers will have to be replaced due to position realignments. Continuation of Student Financial Aid nights in-state.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High
Responsible Person/Group: Associate Provost and Executive Director of Undergraduate Admissions

High School Guidance Counselor's Website
Recruiters will send their high school guidance counselors a personalized email about pertinent information, i.e counselor briefings, change in scholarships, etc., with a clickable link that will take the high school guidance counselor to the current issue on the counselor website.

Established in Cycle: 2012-2013
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: matriculated students data comparison | Outcome/Objective: Maintain or increase admit quality and selectivity.
Responsible Person/Group: Director of Undergraduate Admissions, Campus Outreach

Responsive Web Design
For the upcoming year, we have will release a Video Hub website and will continue to develop that as another resource for prospective students. Improvements will continue to be made to our main website, the Viewbook website, our Web Tour site and all aspects of the Undergraduate Admissions web presence. Moving toward having all of these websites use responsive web design methods to ensure that our content is viewable and usable on as many devices as possible

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Google Analytics | Outcome/Objective: User friendly websites for prospective students and their parents and the availability of Social Media.
Responsible Person/Group: Assistant Director of Web Communications

Revising Student Orientation Plan
To increase customer service to students there will need be an enhanced and increased communications plan pertaining to Math and Foreign Language Placement; an inclusion of a Bama Bound Checklist with their confirmation packet; determine a new process, other then a presentation, for students and parents to obtain information about Student Financial Aid; and campus tours should become optional.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Constructing and revising student orientation program | Outcome/Objective: A positive Bama Bound experience substantiates matriculation.
Responsible Person/Group: Senior Associate Director

Web Traffic - Continue Growth
The Undergraduate Admissions website had a growth of 4% in unique visitors compared to the previous year. This includes a 36% increase in mobile visits and a 144% increase in tablet visits. These statistics confirms the benefit of continuing to make our sites more mobile friendly. Web Communications will continually enhance the Undergraduate Admissions web suites as needed.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Google Analytics | Outcome/Objective: User friendly websites for prospective students and their parents and the availability of Social Media.
Responsible Person/Group: Assistant Director of Web Communications
Mission / Purpose

Undergraduate Admissions recruits, admits and enrolls prospective freshmen and transfer students from in state, the southeast, and nationwide and internationally while maintaining or improving quality and selectivity. A combination of tailored individualized and group recruitment occurs during private high school visits, college fairs, daily campus tours, receptions and special events on and off campus to deliver a branded message of educational opportunities. Undergraduate Admissions works promotes collaborations with our colleges and schools, Alumni and parents to assist with recruitment and enrollment. Undergraduate Admissions also identifies academically talented students who meet rigorous scholarship criteria to recruit based on their potential for continued academic success and the likelihood of them developing into future leaders. Student orientation, known as Bama Bound, is a pivotal point in the recruitment and enrollment process. Students receive a personal orientation program aimed at connecting them with our academic culture, campus climate, and student community.

Recruitment initiatives, admission and scholarship decisions adhere to the code of conduct through the National Association for College Admission Counseling (NACAC) known as the Statement of Principles of Good Practice (SPGP).

Connected Document
Matriculation - Selectivity and Yield

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcm 1: Maintain or increase admit quality and selectivity.

The admit quality (ACT/SAT and GPA averages) of admitted domestic first time freshman will be maintained or increased as compared to the previous year’s admitted class. Selectivity improved based on a smaller percentage of qualified students being admitted as compared to the previous year’s class.

Connected Document
Matriculation - Selectivity and Yield
Undergraduate Admissions Timetable

Related Measures

M 1: matriculated students data comparison
Data comparison of total number of matriculated students using weekly reports, reception attendance and census data.
Source of Evidence: Evaluations

Connected Document
2011-12 Receptions

Target:
The quality of entering first-time freshmen for fall 2011 was consistent or greater than the entering first-time freshman for fall 2010.

Finding (2011-2012) - Target: Met
The first-time freshman class increased from 5563 in fall 2010 to 5772 for fall 2011. Along with this increase the quality was maintained or increased. The GPA average was maintained at 3.0, even with an additional 209 entering first-time freshmen; ACT increased from a 25.1 to a 25.4; and selectivity changed from 53.65% from 2010 to 52.96% for fall 2011. 28% of these first-time freshman students graduated high school with a 4.0 (1,614 students). Supporting pdf attached to support increase quality and selectivity.

Related Action Plans (by Established cycle, then alpha):

Admit Quality and Selectivity
Established in Cycle: 2011-2012
To update high school counselors in-state and across the country of UA’s academic excellence. This type of information assist...

Continue Stratigic Recruitment
Established in Cycle: 2011-2012
Continue to strategically recruit students through our personal; recruitment strategies that include, but are not limited to, in...

Electronic Newsletter for high school guidance counselors
Established in Cycle: 2011-2012
A quarterly electronic newsletter directed to high school counselors highlighting important information (i.e. scholarship dead...

Maintain or increase admit quality
Established in Cycle: 2011-2012
Develop communication plan that outlines monthly emails and campaigns that will guide the recruiters in their strategies for c..

For full information, see the Details of Action Plans section of this report.

M 2: Data comparison of ACT/SAT
Data comparison of ACT/SAT
Source of Evidence: Evaluations

**Target:**
Increase 2010 average ACT to above a 25.1 for first-time matriculated freshmen for fall 2011.

**Connected Document**
Average ACT - SAT and GPA

**Finding** (2011-2012) - Target: Met
Based on a larger freshman class of 209 students - the average ACT (SAT Concordance applied) rose to 25.4. PDF attached that reflects the comparison data from 2010.

**Related Action Plans (by Established cycle, then alpha):**

- **Admit Quality and Selectivity**
  Established in Cycle: 2011-2012
  To update high school counselors in-state and across the country of UA's academic excellence. This type of information assist...

- **Continue Strategic Enrollment**
  Established in Cycle: 2011-2012
  Continue to recruit academically talented students from the state of Alabama and across the nation through various types of re...

- **Continue Strategic Recruitment**
  Established in Cycle: 2011-2012
  Continue to strategically recruit students through our personal; recruitment strategies that include, but are not limited to, in...

- **Standardized Test Scores**
  Established in Cycle: 2011-2012
  After the February 1 priority date for prospective students to have a complete file (High School Transcript, Standardized Test S... For full information, see the Details of Action Plans section of this report.

**M 3: Data comparison of GPA**
Data comparison of GPA

Source of Evidence: Evaluations

**Connected Document**
Average ACT - SAT and GPA

**Target:**
The quality of entering first-time freshmen for fall 2011 was consistent or greater than the entering first-time freshman for fall 2010.

**Finding** (2011-2012) - Target: Met
The first-time freshman class increased from 5563 in fall 2010 to 5772 for fall 2011. Along with this increase the quality was maintained or increased. The GPA average was maintained at 3.5, even with an additional 209 entering first-time freshmen; ACT increased from a 25.1 to a 25.4; and selectivity changed from 53.65% from 2010 to 52.96% for fall 2011. 28% of these first-time freshman students graduated high school with a 4.0 (1,614 students). Supporting pdfs attached to support increase quality and selectivity.

**Related Action Plans (by Established cycle, then alpha):**

- **Admit Quality and Selectivity**
  Established in Cycle: 2011-2012
  To update high school counselors in-state and across the country of UA's academic excellence. This type of information assist...

- **Continue Strategic Enrollment**
  Established in Cycle: 2011-2012
  Continue to recruit academically talented students from the state of Alabama and across the nation through various types of re...

- **Continue Strategic Recruitment**
  Established in Cycle: 2011-2012
  Continue to strategically recruit students through our personal; recruitment strategies that include, but are not limited to, in...

**M 12: Demographic Reports**
On a weekly basis review of demographic comparison of previous year data point in time to current year point in time.

Source of Evidence: Evaluations

**Target:**
Review of data each week of applications and admit data along with ACT/SAT, GPA averages.

**Finding** (2011-2012) - Target: Met
Throughout the year the overall number of applications and the number of admits increased on a weekly basis. ACT/SAT and GPA were reviewed weekly to ensure that quality students were admitted. Along with this report - the number of freshman enrollment deposits, housing prepayments and orientation registration is reviewed weekly beginning in February resulting in a prediction of the number of students that will matriculate. Word Document Attached. .

**Related Action Plans (by Established cycle, then alpha):**

- **Continue Strategic Enrollment**
Established in Cycle: 2011-2012
Continue to recruit academically talented students from the state of Alabama and across the nation through various types of re...

Continue Strategic Recruitment
Established in Cycle: 2011-2012
Continue to strategically recruit students through our personal; recruitment strategies that include, but are not limited to, in...

For full information, see the Details of Action Plans section of this report.

Otherotcm 2: Student enrollment will remain consistent or greater when compared to prior year's census data.
The number of enrolled freshmen will remain consistent or greater when compared to previous year’s census data.

Connected Documents
Matriculation - Selectivity and Yiled
Undergraduate Admissions Timetable

Related Measures

M 1: matriculated students data comparison
Data comparison of total number of matriculated students using weekly reports, reception attendance and census data.
Source of Evidence: Evaluations

Connected Document
2011-12 Receptions

Target:
The number of enrolled/matriculated freshmen was greater when compared to previous year's 2010 census data.

Finding (2011-2012) - Target: Met
The number of matriculated students per census for 2011 was 5772, which was 209 students greater than the 2010 census. PDF attached to support this finding.

Related Action Plans (by Established cycle, then alpha):
Enrollment to remain consistent or greater
Established in Cycle: 2011-2012
In order to ensure continuity from a management and leadership prospective, it is essential to add additional professional sta...

Receptions - RSVP’s and Internal Survey
Established in Cycle: 2011-2012
To make the RSVP process more streamlined for prospective students - will transition from a response card reply for event RSVP...

For full information, see the Details of Action Plans section of this report.

M 2: Data comparison of ACT/SAT
Data comparison of ACT/SAT
Source of Evidence: Evaluations

Target:
The number of enrolled/matriculated freshmen was greater when compared to previous year's 2010 census data.

Finding (2011-2012) - Target: Met
The number of matriculated students per census for 2011 was 5772, which is 209 students greater then the 2010 census. PDF attached to support this finding.

Related Action Plans (by Established cycle, then alpha):
GPA Comparison
Established in Cycle: 2011-2012
After the February 1 priority date for prospective students to have a complete file (High School Transcript, Standardized Test S...

For full information, see the Details of Action Plans section of this report.

M 3: Data comparison of GPA
Data comparison of GPA
Source of Evidence: Evaluations

Connected Document
Average ACT - SAT and GPA

Target:
The matriculated students per census for 2011 of 5772 must have a GPA consistent or higher than the 2010 census data.

Finding (2011-2012) - Target: Met
The matriculated students per census for 2011 of 5772 had a GPA that was consistent with 2010 census data of 3.5. The GPA remained consistent with an additional 209 students in the class. PDF attached to support this finding.

Finding (2011-2012) - Target: Met
The matriculated students per census for 2011 of 5772 had a GPA that was consistent with 2010 census data of 3.5. The GPA remained consistent with an additional 209 students in the class. PDF attached to support this finding.
OthOtcm 3: Meet the need for campus tours for prospective students and their parents
Meet the need for campus tours from prospective students and their parents. The campus tours must be informative as well as enjoyable.

Connected Document
Undergraduate Admissions Timetable

Related Measures

M 4: Campus tour availability
Compare historical data to ensure that ample daily campus tours are available
Source of Evidence: Activity volume

Target:
Tours are continually opened to meet the needs of prospective students and their parents.

Finding (2011-2012) - Target: Met
The number of tours offered during 2010 was 879. The number of tours offered during 2011 was 856 (hosted 17,629 participants on daily tours). Although the total number of tours are down slightly, the needs of our customers were met based on demand. The months of February, March and April were the busiest months. Power point slide attached.

In addition to the daily tours, 129 groups received campus tours with 5,150 participants and 212 prospective students and parents utilized the iPod tour.

An iPad check-in system for campus tours beginning at the Welcome Center was introduced to streamline the process.

Related Action Plans (by Established cycle, then alpha):
- Campus Tour Software
  Established in Cycle: 2011-2012
  Research software programs that can be used for prospective students to reserve a campus tour.

- Campus Tour Upgrade
  Established in Cycle: 2011-2012
  Due to the number of tours given during a year, will research the possibility of purchasing a new 26 seat bus to increase the nu...

  For full information, see the Details of Action Plans section of this report.

M 5: Campus tour survey
Campus tour survey to determine all aspects of the campus tour was received positively by prospective students and their parents. From registering, tour time availability, email instructions on where to arrive, the tour itself and the tour guide.

Source of Evidence: Service Quality

Target:
Increase campus tours to meet the demand of our customers.

Finding (2011-2012) - Target: Met
Based on survey results the needs of our customers are being met. Our customers are pleased with the navigation on the web to register for a campus tour, the registration process, the check-in process, the information packet, their Capstone Man or Woman (CMW) Ambassador and they would recommend a UA Campus Tour to a friend. Success was define with a percent of 83% or higher. Word document attached.

A routing change was made with the campus tour route to include the north side of campus due its growth and input from office staff and the CMW advisor.

OthOtcm 4: Increase or maintain the number of enrolled "Top Scholars" in the entering freshman class...
The number of entering Top Scholars that enroll, including National Merit Finalists and National Achievement Finalists, will remain consistent or greater in number.

Connected Document
Undergraduate Admissions Timetable

Related Measures

M 6: Matriculated students minimum ACT/SAT/GPA score
Retire this measure

Source of Evidence: Activity volume

Target:
Recruitment of Top Scholars - those students with at least a 27ACT or 1240 SAT along with a 3.5 GPA at the end of their junior year in high school. Recruitment included direct mail, emails, telephone calls and Honors Receptions.

Finding (2011-2012) - Target: Met
The number of students with at least a 27ACT or 1240SAT along with at least a 3.5 GPA and were awarded a merit scholarship increased from 938 in 2010 to 1,162 in 2011.

Related Action Plans (by Established cycle, then alpha):
- Admit Quality and Selectivity
  Established in Cycle: 2011-2012
  To update high school counselors in-state and across the country of UA's academic excellence. This type of information assist...

  For full information, see the Details of Action Plans section of this report.
M 7: Increase or maintain Top Scholars enrollment

Total number of Top Scholars, including National Merit and National Achievement Finalists, that enrolled at UA are compared to previous year's scholarship and census data.

Source of Evidence: Activity volume

**Target:**
Recruitment of National Merit Finalists and National Achievement Finalists (Top Scholars) along with students that qualify, based on academic credentials, for a four year Tuition Scholarship.

**Finding (2011-2012) - Target: Met**
The number of enrolled National Merit Finalist (NMF) rose from 126 entering freshman students in 2010 to 182 in 2011. This increase in the enrollment of NMF tied UA for second in the nation for the number of first-time freshman Finalists. National Merit Finalists are names by the National Merit Corporation. The number of overall first-time freshman students eligible for a Tuition Scholarship rose from 602 in 2010 to 731 in 2011. To be eligible for an in-state Tuition Scholarship students must have had at least a 30ACT or 1330SAT along with a 3.5GPA. To be eligible for an out-of-state Tuition Scholarship students must have had a 32ACT or 1400SAT along with a 3.5 GPA.

**Related Action Plans (by Established cycle, then alpha):**

**Determining Finalist Status**
*Established in Cycle: 2011-2012*

In stead of relying solely on calling/emailing high school guidance counselors to determine if admitted students made Finalist s...

For full information, see the Details of Action Plans section of this report.

OthOtcm 5: A positive Bama Bound experience substantiates matriculation.

Students have a positive experience at their Bama Bound Orientation session which validates their fall matriculation decision.

**Connected Document**
Undergraduate Admissions Timetable

**Related Measures**

M 8: Survey attending students

Survey attending students to determine satisfaction level.

Source of Evidence: Service Quality

**Target:**
Of the total 7030 students that attended Bama Bound first time freshmen (5840) and transfer students (1190) that attended a 2011 Summer Bama Bound Orientation Session had to have an overall positive experience for them to matriculate during the the summer or fall.

**Finding (2011-2012) - Target: Met**
5772 first time freshmen or 98.8% and 1171 transfer students or 98.4% matriculated to UA. Word Document Attached.

M 9: Constructing and revising student orientation program

Survey includes valuable student commentary for constructing and revising elements of the student orientation program.

Source of Evidence: Service Quality

**Target:**
Review survey results from students that attended 2011 Bama Bound Orientation for notable findings and trends for future improvement.

**Finding (2011-2012) - Target: Partially Met**
It has been noted from the survey results that a greater emphasis needs to be placed on after-hours programming to ensure that students have ample opportunities to engage with their peers in a positive environment. As Bama Bound’s growth mirrors the University’s enrollment; we must take special care to maintain that all aspects of orientation are as personalized as possible for each incoming student. The advising process is one of the areas in which students identified a need for improvement. Students noted the level of congestion throughout the lunch hour and students identified confusion surrounding both their accommodations check-in process and general Orientation check-in. Document attached.

**Related Action Plans (by Established cycle, then alpha):**

**Bama Bound Improvements**
*Established in Cycle: 2011-2012*

After-hours programming will be changed from a social type event to an event with several options for the prospective students. ....

For full information, see the Details of Action Plans section of this report.

OthOtcm 6: User friendly websites for prospective students and their parents and the availability of Social Media.

Provide user friendly and easy to navigate websites that provides prospective students and parents easy access to information, timely updates and accurate answers. Social Media availability which allows for the creation and exchange of user generated content.

**Connected Document**
Undergraduate Admissions Timetable

**Related Measures**

M 10: Google Analytics

Google Analytics
Source of Evidence: Administrative measure - other

**Target:**
Reach out to prospective students and their parents through Undergraduate Admissions websites and through Social Media.

**Finding (2011-2012) - Target: Partially Met**
Total number of web visits increased by 19.7% to over a million visits. The average duration of a visit was 2 minutes and 21 seconds. An increase of view by iPhone, iPad and Android is noted. This reflects the move of prospective students to different mediums/platforms to obtain information. Word Document Attached.

With Social Media, Undergraduate Admissions has 642 followers on Twitter and reaches approximately 1,000 people each week through Facebook.

**Related Action Plans (by Established cycle, then alpha):**

**Undergrad AD suite of websites**
*Established in Cycle: 2011-2012*
Rework of the infrastructure of Undergraduate Admissions suite of websites to transition from ColdFusion scripting to PHP through...

**Web Timeline**
*Established in Cycle: 2011-2012*
Timeline to build and launch iPhone/iPad optimized website shifted based on decision to release an online recruitment Viewbook i...

For full information, see the Details of Action Plans section of this report.

**M 11: User Feedback**

**User Feedback**
Source of Evidence: Client satisfaction survey (student, faculty)

**Target:**
Student’s perspectives pertaining to our websites and Social Media was not obtained through a survey.

**Finding (2011-2012) - Target: Partially Met**
Undergraduate Admissions has not received any emails or phone calls from prospective students, parents or high school guidance counselors that included any negative comments about our website or Social Media.

**Related Action Plans (by Established cycle, then alpha):**

**Undergrad AD suite of websites**
*Established in Cycle: 2011-2012*
Rework of the infrastructure of Undergraduate Admissions suite of websites to transition from ColdFusion scripting to PHP through...

**Web Timeline**
*Established in Cycle: 2011-2012*
Timeline to build and launch iPhone/iPad optimized website shifted based on decision to release an online recruitment Viewbook i...

For full information, see the Details of Action Plans section of this report.

**OthOtcm 7: Recruitment Receptions**

Nationwide recruitment receptions increase UA's exposure and matriculation results.

**Connected Document**
*Undergraduate Admissions Timetable*

**Related Measures**

**M 1: matriculated students data comparison**
Data comparison of total number of matriculated students using weekly reports, reception attendance and census data.

Source of Evidence: Evaluations

**Connected Document**
*2011-12 Receptions*

**Target:**
Nationwide recruitment receptions increase UA's exposure and matriculation results.

**Finding (2011-2012) - Target: Met**
Receptions reinforce UA’s academic excellence and opportunities that are available to prospective students in-state and across the country. The number of receptions have grown due to the growth of our recruitment efforts. Of the prospective student attendees from our 2011-12 receptions - 1,242 matriculated (down 5 from the previous year) with an average ACT/SAT of 27 (up from 26.7) and the average GPA was 3.68 (down from a 3.70). PDF attached in support of this information.

**Details of Action Plans for This Cycle (by Established cycle, then alpha)**

**Admit Quality and Selectivity**
To update high school counselors in-state and across the country of UA’s academic excellence. This type of information assists Undergraduate Admissions with the recruitment of quality students. We plan to have four special counselor receptions/briefings in cooperation with city/counselor associations in Westchester, Putnam, Rockland NY, Lexington KY, Louisville KY, and St. Louis MO. Also, we will host counselor fly-ins for at least eighteen high
school counselors from across the country highlighting UA resources and special programs. And, invite Atlanta counselors during a one day bus trip.

Have representatives from Honors College visit high schools in-state and out of state to meet prospective high achieving students.

Standardized a format and plan for the prospective Honors students luncheons with the University President.

Established in Cycle: 2011-2012
Implementation Status: Finished
Priority: High

Relationships (Measure | Outcome/Objective):
- Measure: Data comparison of ACT/SAT | Outcome/Objective: Maintain or increase admit quality and selectivity.
- Measure: Data comparison of GPA | Outcome/Objective: Maintain or increase admit quality and selectivity.
- Measure: matriculated students data comparison | Outcome/Objective: Maintain or increase admit quality and selectivity.
- Measure: Matriculated students minimum ACT/SAT/GPA score | Outcome/Objective: Increase or maintain the number of enrolled "Top Scholars" in the entering freshman class..

Implementation Description: These action plans occurred during the fall and spring recruitment cycle. And, the fly-ins and Atlanta counselor visits were in late spring.
Projected Completion Date: 06/2012
Responsible Person/Group: Executive Director of Enrollment Services and Senior Staff.

Bama Bound Improvements
After-hours programming will be changed from a social type event to an event with several options for the prospective students. After-hours programming will need to include options for group exercises at the Student Recreation Center, intramural sports, Student Media (WVUA) and a Health Hut.

For a personalized feel - small groups of prospective students working with their Avanti leader will be included during all orientation sessions.

During Orientation - the time available for prospective students to meet and work with their college/school representatives/advisors will be extended during both meeting times.

To avoid confusion for accommodation and orientation check-in - prospective students will be able to check-in to housing during lunch or at the end of the first day and no longer prior to orientation check-in.

Established in Cycle: 2011-2012
Implementation Status: Finished
Priority: High

Relationships (Measure | Outcome/Objective):
- Measure: Constructing and revising student orientation program | Outcome/Objective: A positive Bama Bound experience substantiates matriculation.

Implementation Description: Worked collectively with the Stu Rec Ctr, College of Communication & Information Sciences & the Health Center and offered a different type of after hours programming. During the orientation sessions prospective students were able to meet in small groups with their Avanti leaders to discuss any questions or concerns.
Since Math Assessment is completed prior to students attending an orientation session, college/school visits were increased to 3 hrs day 1 and 2 hours for day 2.
Projected Completion Date: 05/2012
Responsible Person/Group: Associate Director of Orientation and Special Events, Assistant Director of Orientation and Special Events.

Campus Tour Software
Research software programs that can be used for prospective students to reserve a campus tour.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
- Measure: Campus tour availability | Outcome/Objective: Meet the need for campus tours for prospective students and their parents

Implementation Description: Contract has been signed. Currently testing the functionalities of the software as well as compatibility with Talisma (CRM) for the importing of tour data.
Projected Completion Date: 08/2012
Responsible Person/Group: Associate Director of Orientation and Special Events, Assistant Director of Orientation and Special Events.

Campus Tour Upgrade
Due to the number of tours given during a year, will research the possibility of purchasing a new 26 seat bus to increase the number of participants by 4, which will decrease the waitlist for prospective students and their parents.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
- Measure: Campus tour availability | Outcome/Objective: Meet the need for campus tours for prospective students and their parents

Implementation Description: Working with UA Purchasing Department on a future bid.
Projected Completion Date: 12/2012
Responsible Person/Group: Executive Director of Enrollment Services, Director of Regional Recruitment and Manager of Customer Relations.
Continue Strategic Enrollment
Continue to recruit academically talented students from the state of Alabama and across the nation through various types of recruitment initiatives.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
- Measure: Data comparison of ACT/SAT | Outcome/Objective: Maintain or increase admit quality and selectivity.
- Measure: Data comparison of GPA | Outcome/Objective: Maintain or increase admit quality and selectivity.
- Measure: Demographic Reports | Outcome/Objective: Maintain or increase admit quality and selectivity.

Implementation Description: Increased web presence as well as mobile capability, updated publication materials and emails used for recruitment. Added additional recruitment receptions in-state and out-of-state. The Dean and Associate Dean of the Honors College visited high schools.
Projected Completion Date: 08/2012
Responsible Person/Group: Executive Director of Enrollment Services

Continue Strategic Recruitment
Continue to strategically recruit students through our personal recruitment strategies that include, but are not limited to, interaction and immediate responses from our recruiters to prospective students, email, direct mail, contact with high school guidance counselors and recruitment receptions. Strategic recruitment occurs within the state and across the nation.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
- Measure: Data comparison of ACT/SAT | Outcome/Objective: Maintain or increase admit quality and selectivity.
- Measure: Data comparison of GPA | Outcome/Objective: Maintain or increase admit quality and selectivity.
- Measure: Demographic Reports | Outcome/Objective: Maintain or increase admit quality and selectivity.
- Measure: matriculated students data comparison | Outcome/Objective: Maintain or increase admit quality and selectivity.

Implementation Description: Review applied, admitted data (ACT/GPA) by college, state and overall on a weekly basis up until enrollment.
Projected Completion Date: 08/2012
Responsible Person/Group: Executive Director of Enrollment Services

Determining Finalist Status
In stead of relying solely on calling/emailing high school guidance counselors to determine if admitted students made Finalist status through the National Merit Corporation competition, recruiters will now also search the web to include high school websites for announcements as well as online newspapers.

Established in Cycle: 2011-2012
Implementation Status: Finished
Priority: High

Relationships (Measure | Outcome/Objective):
- Measure: Increase or maintain Top Scholars enrollment | Outcome/Objective: Increase or maintain the number of enrolled "Top Scholars" in the entering freshman class.

Implementation Description: By mid-February all recruiters were contacting high school guidance counselors as well as reviewing online newspaper announcement. Finalists in-state and across the nation were identified and sent updated award correspondence.
Projected Completion Date: 03/2012
Responsible Person/Group: Assistant Director of Scholarships, Senior Associate Director

Electronic Newsletter for high school guidance counselors
A quarterly electronic newsletter directed to high school counselors highlighting important information (i.e. scholarship deadlines, priority application date) and provide space for each recruiter to personalize a message at the beginning of the newsletter will be implemented.

Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
- Measure: matriculated students data comparison | Outcome/Objective: Maintain or increase admit quality and selectivity.

Implementation Description: Template being develop
Projected Completion Date: 08/2012
Responsible Person/Group: Director of Regional Recruitment , Web Developer

Enrollment to remain consistent or greater
In order to ensure continuity from a management and leadership prospective, it is essential to add additional professional staff to ensure consistent and positive recruitment. Four to five Regional Managers will be hired to work with small groups of regional recruiters to allow for closer and more effective working/supervisory relationships. A new Assistant Director will also be hired to have oversight of two regional teams and one Regional Manager.

Will work closely with Student Financial Aid and have Financial Aid nights in seven Alabama cities to assist parents and students with options of funding post-secondary education.
Established in Cycle: 2011-2012
Implementation Status: Finished
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: matriculated students data comparison | Outcome/Objective: Student enrollment will remain consistent or greater when compared to prior year's census data.

Implementation Description: Four out-of-state Regional Managers and one in-state Regional Manager were promoted from Regional Recruiters. And, an Assistant Director was hired. Seven Financial Aid Information sessions were held across the state of Alabama.
Projected Completion Date: 04/2012
Responsible Person/Group: Executive Director of Enrollment Services, Director of Regional Recruitment and a Senior Associate Director.

GPA Comparison
After the February 1 priority date for prospective students to have a complete file (High School Transcript, Standardized Test Score - including essay score, Application and Fee) and then be reviewed for an admit decision, the admissions admit policy pertaining to GPA will be discussed and reviewed. The average GPA of admitted students will be reviewed along with the average GPA for prospective students that have paid their freshman enrollment deposit and housing prepayment deposit. Will review this data and historical data to determine if the GPA requirement needs to be raised for any additional admits.

Established in Cycle: 2011-2012
Implementation Status: Finished
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Data comparison of ACT/SAT | Outcome/Objective: Student enrollment will remain consistent or greater when compared to prior year's census data.

Implementation Description: Review of average GPA's as well as historical data.
Projected Completion Date: 03/2012
Responsible Person/Group: Executive Director and Senior Management Team

Maintain or increase admit quality

Develop communication plan that outlines monthly emails and campaigns that will guide the recruiters in their strategies for communicating with potential students and their families as well as developed a list of winba chats and a prioritized list of groups for the alumni calling center to contact.

To update high school counselors in-state and across the country of UA's academic excellence. This type of information assists Undergraduate Admissions with the recruitment of quality students. We plan to have four special counselor receptions/briefings in cooperation with city/counselor associations in Westchester, Putnam, Rockland NY, Lexington KY, Louisville KY, and St. Louis MO. Also, we will host counselor fly-ins for at least eighteen high school counselors from across the country highlighting UA resources and special programs. And, invite Atlanta counselors during a one day bus trip.

A quarterly electronic newsletter directed to high school counselors highlighting important information (i.e. scholarship deadlines, priority application date) and provided space for each recruiter to personalize a message at the beginning of the newsletter will be implemented.

Have representatives from Honors College visit high schools in-state as out to meet prospective high achieving students.

Standardized a format and plan for the prospective Honors students luncheons with the University President.

Established in Cycle: 2011-2012
Implementation Status: Finished
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: matriculated students data comparison | Outcome/Objective: Maintain or increase admit quality and selectivity.

Implementation Description: Senior Management Team worked closely with all recruiters to compare individual communication plans to develop one plan for all recruiters. Director of Regional Recruitment work with Regional Recruiters in specific cities for special counselor briefings. Assistant Director worked with Atlanta Regional Recruiters to plan a day trip to campus.
Projected Completion Date: 07/2012
Responsible Person/Group: Executive Director of Enrollment Services, Senior Management team and Assistant Director for Regional Recruitment.

Receptions - RSVP's and Internal Survey

To make the RSVP process more streamlined for prospective students - will transition from a response card reply for event RSVPs to a web based response form. Will develop a survey for staff members in attendance at recruitment receptions as a way to debrief after a recruitment reception swing. The survey will cover staff's views on specific duties, how they are managed and the event venue. This will provide additional information for the planning of the next year's receptions and venues.
Established in Cycle: 2011-2012
Implementation Status: Finished
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: matriculated students data comparison | Outcome/Objective: Student enrollment will remain consistent or greater when compared to prior year's census data.

Implementation Description: Worked work with web developer for online RSVP. Internal survey was developed and began using with our spring receptions.
Projected Completion Date: 01/2012
Responsible Person/Group: Associate Director of Alumni and Volunteer Recruitment and Web Developer.

Standardized Test Scores
After the February 1 priority date for prospective students to have a complete file (High School Transcript, Standardized Test Score - including essay score, Application and Fee) and have been reviewed for an admit decision, the admissions admit policy pertaining to Standardized Test scores will be reviewed. The average Standardized Test Score of admitted students will be reviewed along with the average Standardized Test Score for prospective students that have paid their freshman enrollment deposit and housing prepayment deposit. Will review this data and historical data to determine if the Standardized Test Score needs to be raised for any additional admits.
Established in Cycle: 2011-2012
Implementation Status: Finished
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Data comparison of ACT/SAT | Outcome/Objective: Maintain or increase admit quality and selectivity.

Implementation Description: Review of Staandaized Test Data - current and historical.
Projected Completion Date: 03/2012
Responsible Person/Group: Executive Director of Enrollment Services and Senior Managemnt Team.

Undergrad AD suite of websites
Rework of the infrastructure of Undergraduate Admissions suite of websites to transition from ColdFusion scripting to PHP throughout, while maintaining and improving the ability of recruiters to add content to their recruiter page.
Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Google Analytics | Outcome/Objective: User friendly websites for prospective students and their parents and the availability of Social Media.
  Measure: User Feedback | Outcome/Objective: User friendly websites for prospective students and their parents and the availability of Social Media.

Projected Completion Date: 08/2012
Responsible Person/Group: Web Developer

Web Timeline
Timeline to build and launch iPhone/iPad optimized website shifted based on decision to release an online recruitment Viewbook in August 2012 to coincide with the student recruitment cycle.
Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Google Analytics | Outcome/Objective: User friendly websites for prospective students and their parents and the availability of Social Media.
  Measure: User Feedback | Outcome/Objective: User friendly websites for prospective students and their parents and the availability of Social Media.

Projected Completion Date: 12/2012
Responsible Person/Group: Web Developer
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<td>26,408</td>
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<td>6,463</td>
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Overall 2010-2011 Tours
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<tr>
<td>Yield (Admit to Freshman/BB)</td>
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<td>45.63%</td>
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<td>3.54</td>
<td>3.57</td>
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### 2011 Bama Bound Orientation Overall Impressions

**Freshman Percentages/ Transfer Percentages**

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<th>Excellent</th>
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<th>Average</th>
<th>Fair</th>
<th>Poor</th>
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<td>2,880 76.6</td>
<td>21.7</td>
<td>1.3</td>
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<td>0.1</td>
<td>0.1</td>
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<tr>
<td></td>
<td>705 80.0</td>
<td>18.2</td>
<td>1.1</td>
<td>0.3</td>
<td>0.1</td>
<td>0.3</td>
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<td>General helpfulness of your Avanti team leaders</td>
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<tr>
<td></td>
<td>705 79.4</td>
<td>17.3</td>
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<td>0.3</td>
<td>0.1</td>
<td>0.7</td>
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<td>1.6</td>
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<td>The degree to which Bama Bound met your expectations</td>
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<td>0.3</td>
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<tr>
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<td>0.2</td>
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<tr>
<td></td>
<td>703 83.8</td>
<td>14.9</td>
<td>0.9</td>
<td>0.0</td>
<td>0.3</td>
<td>0.1</td>
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<tr>
<td>General attitude about returning for your first term</td>
<td>2,877 80.6</td>
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<td></td>
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<td>1.1</td>
<td>0.3</td>
<td>0.3</td>
<td>0.4</td>
</tr>
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</table>

### 2011 Freshman

Attended 5840  
Enrolled 5772 (Yield= **98.8%**) (Melt= 1.2%)

### Transfer

Attended 1190  
Enrolled 1171 (Yield= **98.4%**) (Melt= 1.6%)
In-State Tours 2011-2013

Graph showing the number of In-State Tours from January 2011 to December 2013. The data is represented for the years 2011, 2012, and 2013, with peaks in June, July, and August for each year. The graph includes months from January to December.
Out-of-State Tours
2011-2013
<table>
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<tr>
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<th>Total Tour Guests</th>
<th>In State Tour Guests</th>
<th>Out of State Tour Guests</th>
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</thead>
<tbody>
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<td>January</td>
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<td>851</td>
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<tr>
<td>February</td>
<td>1270</td>
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</tr>
<tr>
<td>March</td>
<td>2281</td>
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<tr>
<td>April</td>
<td>2163</td>
<td>1952</td>
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</tr>
<tr>
<td>May</td>
<td>493</td>
<td>342</td>
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<tr>
<td>June</td>
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<td>September</td>
<td>1007</td>
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<tr>
<td>October</td>
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<td>December</td>
<td>726</td>
<td>929</td>
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<tr>
<td>Total</td>
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In-State Tour Guests 2011-2014
Out-of-State Tour Guests
2011-2014
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UA Undergraduate Admissions Website Statistics (2010-11 vs. 2011-12)

2010-11:
Visits: 993,602
Unique Visits: 578,168
Pageviews: 3,210,938
Pages per Visit: 3.23
Average Visit Duration: 2:22 (2 minutes, 22 seconds)

Internet Explorer: 56.9%
Safari: 22.5%
Firefox: 14.3%
Chrome: 5.6%
Windows: 75.6%
Macintosh: 21.6%
iPhone: 1.14%
Android: .43%
iPad: .29%

2011-12:
Visits: 1,189,618
Unique Visits: 690,099
Pageviews: 3,759,047
Pages per Visit: 3.16
Average Visit Duration: 2:21 (2 minutes, 21 seconds)

Internet Explorer: 46.6%
Safari: 28.8%
Firefox: 12.1%
Chrome: 10.7%
Windows: 67.4%
Macintosh: 25.4%
iPhone: 2.6%
iPad: 2.1%
Android: 1.3%
1247 matriculated from the 2010 receptions
Average ACT/SAT - 26.7
Average GPA - 3.70

1242 matriculated from the 2011 receptions
Average ACT/SAT - 27
Average GPA - 3.68
# Appendix E | 2013 Bama Bound Enrollment Yields + Attendance

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Freshman</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attended</td>
<td>6,463</td>
<td>6,568</td>
</tr>
<tr>
<td>Enrolled</td>
<td>6,370</td>
<td>6,456</td>
</tr>
<tr>
<td>Yield / Melt</td>
<td>98.6% / 1.4%</td>
<td>98.2% / 1.8%</td>
</tr>
<tr>
<td><strong>Transfer</strong></td>
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<td>Enrolled</td>
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<td>1173</td>
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<td>Yield / Melt</td>
<td>97.1% / 2.9%</td>
<td>97.2% / 2.8%</td>
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<td><strong>Other</strong></td>
<td></td>
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<tr>
<td>Attended</td>
<td>109</td>
<td>51</td>
</tr>
<tr>
<td>Enrolled</td>
<td>104</td>
<td>49</td>
</tr>
<tr>
<td>Yield / Melt</td>
<td>95.4% / 4.6%</td>
<td>96.1% / 3.9%</td>
</tr>
</tbody>
</table>

**Freshman Attended by Session:**
- F1: 350
- F2: 322
- F3: 347
- F4: 364
- F5: 352
- F6: 352
- F7: 349
- F8: 353
- F9: 306
- F10: 345
- F11: 335
- F12: 342

**Transfers Attended by Session:**
- T1: 339
- T2: 271
- T3: 281
- S1: 26
- S2: 19
- FS1: 271

Total Attended 2012: **7,762**

Total Attended 2013: **7,826**

*Others refer to Student Type based on Admissions. This category includes: Transient, Special and Continuing.*
Appendix E: 2012 Bama Bound Enrollment Yields and Attendance

2011
Freshman
Attended 5840
Enrolled 5772 (Yield = 98.8%)
    (Melt = 1.2%)

Transfer
Attended 1190
Enrolled 1171 (Yield = 98.4%)
    (Melt = 1.6%)

*Other
Attended 119
Enrolled 118

Total Attended: 7149

2012
Freshman
Attended 6463
Enrolled 6370 (Yield = 98.6%)
    (Melt = 1.4%)

Transfer
Attended 1190
Enrolled 1156 (Yield = 98.4%)
    (Melt = 1.6%)

*Other
Attended 109
Enrolled 104 (Yield 95.4%)
    (Melt 4.6%)

Total Attended: 7762

Freshman Attended By Session:

<table>
<thead>
<tr>
<th>Session</th>
<th>F1</th>
<th>F2</th>
<th>F3</th>
<th>F4</th>
<th>F5</th>
<th>F6</th>
<th>F7</th>
<th>F8</th>
<th>F9</th>
<th>F10</th>
<th>F11</th>
</tr>
</thead>
<tbody>
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<td>350</td>
<td>344</td>
<td>342</td>
<td>350</td>
<td>352</td>
<td>352</td>
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<td></td>
<td>F12</td>
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<td>FE1</td>
<td>FE2</td>
<td>S1</td>
<td>S2</td>
<td>FS1</td>
<td></td>
</tr>
<tr>
<td></td>
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<td>365</td>
<td>351</td>
<td>364</td>
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<td>152</td>
<td>74</td>
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Transfers Attended By Session:

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<th>T1</th>
<th>T2</th>
<th>T3</th>
<th>T4</th>
<th>S1</th>
<th>S2</th>
<th>FS1</th>
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<td>279</td>
<td>231</td>
<td>116</td>
<td>191</td>
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<td>16</td>
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*Other Refers to Student Type Based on Admissions. This category of students includes: Transient, Special, and Continuing. Reported results for 2012 are slightly different in nature due to new standards used for calculations.
<table>
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<th>2012</th>
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<tr>
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<td>1150</td>
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### AVERAGE GPA AND CLASS SIZE – 2005-2012

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<td>3.42</td>
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<td>3.5</td>
<td>3.54</td>
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<td>4378</td>
<td>4538</td>
<td>5116</td>
<td>5207</td>
<td>5563</td>
<td>5772</td>
<td>6397</td>
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<td>Averages</td>
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<td>2011</td>
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<tr>
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<td>25.4</td>
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<td>3.5</td>
<td>3.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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</tbody>
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Campus Tour Survey Results
July 1, 2013 through June 30, 2014

How easy was locating the Campus Tour on our website?

How simple was the registration process?
How accurate was your confirmation in providing information on parking?

How accurate was your confirmation in providing information on locating the Welcome Center or Student Services/Admissions Office?
How easy was your check-in procedure?

- Not Easy: 0.2%
- Of Little Ease: 0.4%
- Moderately Easy: 1.6%
- Easy: 10.6%
- Very Easy: 87.2%

Was your information packet helpful?

- Not Helpful: 0.2%
- Of Little Help: 1.1%
- Moderately Helpful: 6.7%
- Helpful: 37.2%
- Very Helpful: 54.9%
How knowledgeable was your Capstone tour ambassador about the University?

If you attended an Information Session at other colleges, how did your UA experience compare?
How likely would you be to recommend a UA campus tour to a friend?

- **Definitely**: 62%
- **Very Probable**: 23%
- **Probable**: 10%
- **Possibly**: 4%
- **Probably Not**: 1%
Campus Tour Survey Results

How easy was locating the Campus Tour on our website?

- Very Easy: 42%
- Easy: 44%
- Moderately Easy: 12%
- Of Little Ease: 1%
- Not Easy: 1%

How simple was the registration process?

- Very Simple: 37%
- Simple: 51%
- Moderately Simple: 9%
- Of Little Simplicity: 2%
- Not Simple: 1%
How accurate was your confirmation in providing information on parking?

- Not Accurate: 40%
- Of Little Accuracy: 16%
- Moderately Accurate: 5%
- Accurate: 37%

How accurate was your confirmation in providing information on locating the Welcome Center or Student Services/Admissions Office?

- Not Accurate: 50%
- Of Little Accuracy: 11%
- Moderately Accurate: 4%
- Accurate: 33%
- Very Accurate: 2%
How easy was your check-in procedure?

- Not Easy: 0.6%
- Of Little Ease: 1.0%
- Moderately Easy: 2.5%
- Easy: 23.1%
- Very Easy: 72.9%

Was your information packet helpful?

- Not Helpful: 0.4%
- Of Little Help: 0.3%
- Moderately Helpful: 8.3%
- Helpful: 37.2%
- Very Helpful: 53.9%
How knowledgeable was your Capstone tour ambassador about the University?

If you attended an Information Session at other colleges, how did your UA experience compare?
How likely would you be to recommend a UA campus tour to a friend?

- 66% Definitely
- 22% Very Probable
- 8% Probably
- 3% Possibly
- 1% Probably Not
Campus Tour Survey Results

How easy was locating the Campus Tour on our website?

- Not Easy: 1%
- Of Little Ease: 2%
- Moderately Easy: 14%
- Easy: 42%
- Very Easy: 41%

How simple was the registration process?

- Not Simple: 2%
- Of Little Simplicity: 2%
- Moderately Simple: 13%
- Simple: 34%
- Very Simple: 49%
How accurate was your confirmation in providing information on parking?

- Not Accurate: 2%
- Of Little Accuracy: 6%
- Moderately Accurate: 22%
- Accurate: 35%
- Very Accurate: 35%

How accurate was your confirmation in providing information on locating the Welcome Center or Student Services/Admissions Office?

- Not Accurate: 1.34%
- Of Little Accuracy: 4.92%
- Moderately Accurate: 14.99%
- Accurate: 36.24%
- Very Accurate: 42.51%
How easy was your check-in procedure?

- Very Easy: 13.62%
- Easy: 84.60%
- Moderately Easy: 0.45%
- Of Little Ease: 0.00%
- Not Easy: 1.34%

Was your information packet helpful?

- Very Helpful: 34.74%
- Helpful: 57.24%
- Moderately Helpful: 6.68%
- Of Little Help: 0.67%
- Not Helpful: 0.67%
How knowledgeable was your Capstone tour ambassador about the University?

- Very Knowledgeable: 83.00%
- Knowledgeable: 14.77%
- Of Little Knowledge: 0.00%
- Not Knowledgeable: 0.22%
- Moderately Knowledgeable: 2.01%

Did you attend your Information Session?

- Yes: 66.44%
- No: 33.56%
Have you attended an Information Session at other colleges?

- Yes: 71.20%
- No: 28.80%

If you attended an Information Session at other colleges, how did your UA experience compare?

- Extremely Poor: 1.03%
- Below Average: 4.36%
- Average: 30.77%
- Above Average: 16.92%
- Excellent: 28.97%
- NA: 17.95%

How likely would you be to recommend a UA campus tour to a friend?

- Definitely: 66.22%
- Very Probable: 21.11%
- Probably: 6.89%
- Possibly: 4.00%
- Probably Not: 1.78%
Matriculation Comparison 2010 vs. 2011
<table>
<thead>
<tr>
<th>Origin</th>
<th>2011-Matrics</th>
<th>2010-Matrics</th>
<th>Diff</th>
<th>Pct</th>
</tr>
</thead>
<tbody>
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<td>500.0%</td>
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<td>11</td>
<td>-6</td>
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<td>14</td>
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</tr>
<tr>
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</tr>
<tr>
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<td>3</td>
<td>9</td>
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</tr>
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<td>2</td>
<td>1</td>
<td>50.0%</td>
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<td></td>
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<td>2010-Matrics</td>
<td>Diff</td>
<td>Pct</td>
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<tr>
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<td>2011</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Bama Bound</td>
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<td>5,839</td>
<td></td>
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<tr>
<td>Freshmen (Matriculations)</td>
<td>5,563</td>
<td>5,773</td>
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<tr>
<td>Selectivity (App to Admit)</td>
<td>53.65%</td>
<td>52.96%</td>
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<tr>
<td>Yield (Admit to Freshman/BB)</td>
<td>51.50%</td>
<td>49.77%</td>
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<td>2010</td>
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<tr>
<td>Applications</td>
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<td>22,136</td>
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<td>Admits</td>
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<td>11,732</td>
<td>14,019</td>
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<td>Bama Bound (Orientation)</td>
<td>5,479</td>
<td>5,839</td>
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<td>Freshman Matriculation</td>
<td>5,563</td>
<td>5,773</td>
<td>6,397</td>
<td>6,478</td>
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<tr>
<td>Selectivity (App to Admit)</td>
<td>53.65%</td>
<td>52.96%</td>
<td>53.09%</td>
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<tr>
<td>Yield (Admit to Freshman/BB)</td>
<td>51.50%</td>
<td>49.77%</td>
<td>45.63%</td>
<td>37%</td>
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</table>
It has been noted from the survey results that:

A greater emphasis needs to be placed on after-hours programming to ensure that students have ample opportunities to engage with their peers in a positive environment:

More structure, things to do.

I wish there was more scheduled than Relaxing at Ridgecrest

There wasn't really much going on except a lot of confusion after the pool party. Pool party - like any - started a little awkward but things got picked up. Well done! Afterwards though, I imagine that something organized at least a little would have made everyone's night - maybe games, movie, an Avanti hanging out or Avantis with some kind of fun, cool game, who knows? It's better than random students doing much of nothing trying to decide if there is even anything to do at all...

The school should plan something for Sunday and Monday night after the pool party. We all complained about having nothing to do and it was fun chilling but it would have been nice to have a scheduled event. Even something as simple as a kickball game or something.

There wasn't much to do after the dance party. Tell people if they want to bring snacks for later.

There wasn't much to do at Ridgecrest

Something to do the first night

Have more things available at Ridgecrest. for example the pool balls and sticks

More activities at night

As Bama Bound’s growth mirrors the University's enrollment; we must take special care to maintain that all aspects of orientation are as personalized as possible for each incoming student. The advising process is one of the areas in which students identified a need for improvement:

More advisors are needed to help out during the orientation process.

Too many people trying to be advised. It was hard to get individual attention to have your questions answered.

The class availability was rather sparse, especially in the Honors college - but, of course, you guys have to keep enough classes for the other Bama Bounds, so it's understandable.

More time to meet with your designated academic adviser for those who need it.

If more time could be provided to speak one on one with the same advisers I will have during my time at the University, it would be very helpful.

I would like to have more individual time with an academic advisor prior to actually registering for classes.

I left orientation having signed up for classes. But I don't feel confident that I signed up for what I want. I'm not certain of what I want and would like to have had more time to find out. I know the advisors were very busy.

signing up for classes was a little stressful, the only thing i would change was having more people to help…

more helpful advising for students coming in as upper level. I felt my advisor, who was not in my major field, couldn't answer specifics about classes.
Students noted the level of congestion throughout the lunch hour:

There were way too many people in one place at lunch. I almost wasn't able to get back to the ballroom in time because I had to wait so long in line to eat!

The lunch schedule. Too many students at once

Bama Dining for lunch needs to be more organized. Maybe the Operations Management department could provide some help to them.

not as many seminars, more small group and one on one action

I think it would be better to get the avanti groups to spend more time together, especially during meals…

I thought having the parents and students together at meals and advising sessions was awkward. I didn't want to approach other students mid sentence with their parents.

More fun things to do without the parents so that everyone can get to know each other better and be themselves!!

Students identified confusion surrounding both their Accommodations check-in process and general Orientation check-in.

Everything was very well organized. The only thing that wasn't made entirely clear was if you check in at Ridgecrest first and then go to the ferg or the opposite.

I felt like I didn't really know where to go when I got on campus, as well as I checked in a day early and wasn't quite sure where to check in. Had to call to ask.

I was a little confused as to when to sign into Ridgecrest, i did not know whether to do it as soon as I arrived and ended up checking in the middle of the day, but other than that everything was great.

Check-in times should be posted in the mailing information! It was very annoying to have to wait in line for 20 minutes to check in. At the very least, there needs to be more than 1 person working check in. There was only 1 girl working the table and there were too many people for her to accommodate quickly

The orientation check-in was slightly disoriented, and the directions weren't very clear on where to go.

I was not sure where to check in the night before orientation (it turned out to be Ridgecrest South). I don't recall getting any information on that prior to reaching the campus. This was somewhat inconvenient because I got to the campus very late (around 11:30 pm) and most of the buildings where closed. Also, I wish there was a number that people could call past 5pm the day before orientation, just in case something goes wrong and they need some advice.
Reception Data

1247 students matriculated from 2010 Receptions
Average: ACT/SAT 26.7
Average: GPA 3.70

1242 students matriculated from the 2011 Receptions
Average: ACT 27
Average: GPA 3.68

2031 students matriculated from the 2012 Receptions
Average ACT: 26.22
Average SAT: 1172.27
Average GPA: 3.68
<table>
<thead>
<tr>
<th>Scholarship Category</th>
<th>2008-09</th>
<th>2009-10</th>
<th>2010-11</th>
<th>2011-12</th>
<th>2012-13</th>
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<tr>
<td><strong>Academic Elite</strong></td>
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<td><strong>Alumni - Crimson</strong></td>
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<td><strong>National Merit</strong></td>
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<td><strong>National Achievement</strong></td>
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<td><strong>Found. In Excellence</strong></td>
<td>NA</td>
<td>45</td>
<td>91</td>
<td>90</td>
<td>97</td>
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Overall 2010-2012 Tours
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<tr>
<th>Outcome #1</th>
<th>Outcome #2</th>
<th>Outcome #3</th>
<th>Outcome #4</th>
<th>Outcome #5</th>
<th>Outcome #6</th>
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</thead>
<tbody>
<tr>
<td>The number of entering freshmen will remain consistent or greater when compared to previous year's data. The freshman class will maintain or increase the ACT/SAT and GPA averages to the previous year.</td>
<td>Prospective students and their parents have an informative as well as enjoyable campus tour visit.</td>
<td>The number of entering Top Scholars, including National Merit Finalists and National Achievement Finalists, will remain consistent or greater in number when compared to previous year’s data.</td>
<td>Students have a positive experience at their Bama Bound Orientation session which influences fall matriculation.</td>
<td>Provide user friendly and easy to navigate websites, including Social Media that allows prospective students and parents easy access to accurate answers and timely updates.</td>
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<thead>
<tr>
<th>September</th>
<th>Review Data</th>
<th>Compare historical # of tours weekly. Review survey information every two weeks.</th>
<th>Review data</th>
<th>Social Media – daily Google Analytics</th>
<th>Social Media – daily</th>
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<td>October</td>
<td>Compare historical # of tours weekly. Review survey information</td>
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<td>Activity Description</td>
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<td><strong>Social Media – daily</strong></td>
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<td>February</td>
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<td><strong>Social Media – daily</strong></td>
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<td>Month</td>
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