

Office of Student Success

**Admissions and Recruitment  
2017-2018 Annual Report**

*Submitted by Patricia Ramos*

**Mission Statement**

The Office of Admissions and Recruitment at Bronx Community College supports and leads the recruitment, admission and enrollment of all eligible students. We strive to collaborate with internal and external partners to promote the need to pursue higher education opportunities to the local and neighboring communities. The Office of Admissions and Recruitment is committed to the overall mission and goals of the University while maintaining integrity, high-quality services, and practicing professional standards which foster ethical and social responsibility.

*Aligns with Goal 1: 1.3, Goal 5: 5.3, Goal 7: 7.1 / 7.2*

**Vision Statement**

The Office of Admissions and Recruitment commits to maintaining and delivering high levels of service to new students and other guests. The office commits to meeting University enrollment goals, while advancing concepts and initiatives that support BCC's student body, the local community, and other collaborative partners. We will maintain a creative, energetic, student-focused environment where diversity is valued, professional best practices are promoted, and achievement is recognized.

*Aligns with Goal 1: 1.3, Goal 5: 5.3, Goal 7: 7.1 / 7.2*

**Closing the 2017 – 2018 loop**

See Appendix 1

**2017-2018 Annual Report**

<b>1. Number of Students served by Office of Admissions: (Goal 7: 1.1 / Goal 1: 1.1)</b>	<b>2016</b>	<b>2017</b>	<b>% Change</b>
• # of inquiries received and contacted from website	2,230	1889	-15%
• # of inquires received from external events	1,930	2,284	18%
• # of students contacted via telephone	6,053	7,948	31%
• # of individual tours	61	72	18%
• #of group tours	79	73	-7%
○ # of tours from Bronx Schools/CBOs	33	44	33%
○ # of tours from Manhattan Schools/CBOs	36	29	-19%
• # of inquiries generated by individual and group tours	1111	1190	7%
• Saturday Tours	0	9	N/A
○ Number of Guests		64	N/A
• # of Acceptes Student Information Sessions	9	12	33%
○ Number of new students participation	1746	2304	32

- Conversion of applicants to enroll comparing 2016 to 2017 (**Goal 7: 1.1 / Goal 1: 1.1**)

<b>Conversion of Applicants Fall 16 vs Fall 17</b>				
	<b># of applicants</b>	<b># of applicants who met admissions requirements</b>	<b># Enrolled</b>	<b>%</b>
F 2016	9,080	8,504	1,932	22.7%
F 2017	10,032	9,756	2,055	21.10%

<b>Conversion of <u>FIRST</u> Choice Applicants</b>				
	<b># of applicants</b>	<b># of applicants who met admissions requirements</b>	<b># Enrolled</b>	<b>%</b>
F2016	2,045	1,978	714	36.10%
F2017	2,364	2,351	701	29.8%

<b>Conversion of <u>OTHER CHOICE</u> (2-6) Choice Applicants</b>				
	<b># of applicants</b>	<b># of applicants who met admissions requirements</b>	<b># Enrolled</b>	<b>%</b>
F2016	6,503	5,994	686	11.30%
F2017	7,073	6,810	759	10.90%

- In the Fall 2017 semester, the Office of Admissions and Recruitment enrolled the largest Freshmen class since 2013. Compared to the previous year, FA 2017 saw an increase of 6.3% increase in enrollment. The biggest increase was in applicants who selected BCC as their choice 2 thought 6 – in this category, compared to FA 2016, there was increase of 10.6%. In addition to this, 38% of new freshmen students were ASAP eligible, while 27% of incoming transfer students were also eligible for ASAP. (**Goal 7: 1.1**)
- In addition to the figures above, 23% of enrolled students (freshmen and transfer) took advantage of on-the-spot admissions. 834 students completed an application for admissions at BCC and 73% of those applicants enrolled in classes for FA 2017. (**Goal 7: 1.1**)
- Through the existing partnership with the BON group, and in working closer with all partner CBOs, we increased enrollment of students referred by CBOs. Please see below for a summary:

### **Fall 2017 CBO Enrollment**

<b>CBO</b>	<b># of Applicants</b>	<b># of Enrolled students</b>	<b># of ASAP eligible</b>	<b>Conv %</b>
CUNY Prep	27	10	8	80%
The Door	6	3	1	33%
Eastside House	14	11	2	18%
Good Shepard	42	37	14	38%
Grace Outreach	4	3	2	66%
New Settlement Apt	66	11	2	18%
Bronx Works	5	5	2	40%
<b>Total</b>	<b>164</b>	<b>80</b>	<b>31</b>	<b>39%</b>

### **3+4. Staff highlights and accomplishments / Staff Participation in college wide or other professional development**

*(Goal 1: 1.2)*

- John Rosa transitioned from being the Coordinator of Recruitment to serving as the Coordinator of Office of Military and Veteran Services.
- Shannon Lund is serving as the Recruitment Coordinator and has been in this role since January 2017.
- Fransisco Sandoval resigned in February 2017 to accept a position at Hunter College
- William Ruiz was reclassified as the Assistant Director of Admissions and Student Communication as of March 2017.
- Anthony Maldonado is serving as the Admissions System Specialist since March 2017.
- Christopher Saldivar and Shannon Lund began graduate study at the Graduate Center.
- Pati Ramos attended the Opportunity Youth Partnership Summit in San Jose with Good Sheperd Leaders. BCC Admissions was invited to attend this event to share the ongoing collaboration with the BON group and how this collaboration has lead to enrollment improvements for students from BON organizations.

### **5. Description of Linkage / collaboration with other offices, departments, institutions, or external agents**

*(Goal 1: 1.4; Goal 2: 1.1)*

#### **CUNY Collaboration:**

- In collaboration with the CUNY Welcome Center, BCC hosted its 3<sup>rd</sup> Annual Guidance Counselor Breakfast. 62 High School Counselors and Community Based Organization officials participated. This event helped to promote the ASAP Program at BCC and to showcase the campus. *(Goal 7: 1.1 – 1.4)*

#### **College Now:**

- Conducted presentations to all cohorts of FA 17 College Now classes

**External Collaborations** *(Goal 7: 1.1; 1.2 / Goal 4: 1.1):*

#### **New Visions Schools:**

- Established New Visions Cohort Performance summary reports shared with top 10 New vision schools per recruitment region. These summary reports provide insight on student retention from first to second semester performance, average GPA, and student participation in ASAP, CUNY Start and MATH Start.
- Hosted 13 tours for NV schools – these included BCC presentations, tours and scavenger hunts. In addition, attended 9 college fairs at various new visions schools

#### **CUNY Prep:**

- Assigned an additional liasion to work with CUNY Prep's staff to ensure that students, visit campus, apply, test and enroll seamlessly. 4 cohort testing dates were established for CUNY Prep Students.
- In addition, 3 tours were provided to groups of prospective students from CUNY Prep. Each tour brought between 20 to 25 students to campus for the first time.
- Refer to chart on page 2 for CUNY Prep fall 2017 application and enrollment numbers.

**BON Group:**

- See Fall 2017 CBO enrollment Chart (page 2)
- Enhanced tracking tools to keep track of all applicants from BON agencies. This allowed for regular communication about applicants' application and enrollment statuses
- Began doing CBO specific events such as cohort campus tours, application and financial aid workshops, and cohort test prep and test dates for students from Good Sheperds and New Settlement.
- Hosted 2 ASAP for a Day events for YABC schools (Dewitt Clinton HS, Stevenson HS, JFK, and Columbus. 56 students attended. A follow up event will be held at each high school providing guidance on the CUNY application and Financial aid.

**Internal Collaborations (Goal 7: 1.1; 1.2 / Goal 4: 1.1):****ASAP Expansion –**

- Continued to collaborate with the ASAP Program. This includes updating business processes to accommodate ASAP expansion, efforts to meet enrollment targets per College's plans. Continue to serve as the main office to manage all communication to ASAP new students regards admissions, enrollment processes, and more.
- Continued to work closely with IT, ASAP, CD to develop and implement automation of data from CF to Hobson's to identify potential students for each program.

**Testing Office collaboration –**

- Continued to work closely with Testing team to improve testing schedule. This includes providing earlier test sessions and test prep workshops, and increasing testing availability. This will provide bigger pools of qualified students to register earlier.
- Continue to meet with Testing Team bi-weekly to address any updates, other needs and to ensure both teams are on the same page.

**Financial Aid Collaboration –**

- Continued to collaborate with financial aid to run all Accepted Student Information Sessions. FA conducts a presentation for newly accepted students and other guests on how to start the Financial Aid application process, the types of aid students may be eligible for, what is verification, the importance of applying for FAFSA early, and other topics related to state and federal aid.

**One Stop Shop initiative –**

- Ongoing collaboration with committee on initial developments to select and contract architectural firm to oversee design and development of a One Stop Shop Center to provide enrollment management services and support to all new and continuing students

**Bursar Office –**

- Collaborate with Bursar Team, Business Office and ASAP to revamp the communication plan for billing and payment instruction

## **6. Summary of assessment activities and outcomes**

*(Goal 1: 1.1)*

**Accepted Student Information Sessions – (see Appendix 2)** In Fa 17, the admissions office implemented a survey to assess participants understanding of: (1) importance of preparing for the cuny assessment test; (2) how to start the FAFSA and TAP application process, and (3) how to qualify for a registration appointment. In addition, survey also asks if student attends accompanied by parent or guardian and if student is aware of special programs such as ASAP, CUNY Start and others. Throught detailed analysis of FA17 survey responses, the Accepted Student Information presentation was adjusted to include improvements. Based on these improvements, the following results have been recorded:

- While in FA17 54% of those who attend the accepted student information session planned to attend their assigned test prep workshop, 68% of students who have attended accepted student information sessions for FA18 plan to attend their assigned test prep workshop.
- As of March 2018, 14% of students accepted for FA18 are accompanied by a parent or guardian.
- Only 67% of participants for FA17 understood how to start their financial application process. As of this month, 72% of survey participants from FA18 accepted students stated they are comfortable with the financial aid informartion shared at this event.

## **7. Staff hires, retirements and others**

- See section 3 and 4.

## **8. Development, modification, revision, enhancements of policies or operations**

*(Goal 1: 1.1)*

Over the past year several technical improvements in Hobsons have been accomplished. Some of these accomplishments are:

### **Hobson's Connect Improvements and modifications**

1. As an additional upgrade to the recruitment database new fields such as ranking, New Visions have been added.
2. Created linkage fields to sync events such as tours and college fairs to specific High. This has allowed for improvement in tracking of recruitment data, and recruiter activity.
3. New FTP server has been setup between Hobsons and IT to support uploading of large CSV files into Hobsons. This allows for the import of larger files of potential students such as College board lists (PSAT lists)
4. Two different communications plan have been created and launched. These target high school college advisors, and prospective students. All emails include a fresh and dynamic updated look.
5. Virtual Tours have been implement in new communication plans.
6. Attributes in Hobson's have been updated to reflect changes in CUNYfirst system such as residency coding, separate testing fields for various parts of the exam, and special programs.
7. New user views are being developed to accommodate call center initiatives.
8. Electronic work forms are also in development to receive, track, and report on college wide requests for call center and text messaging requests.

## **9. Additional accomplishments; areas in need of attention/improvements**

*(Goal 7: 1.1, 1.2, 1.4)*

- At present time, Admissions has 2 College Assistant vacancies, 1 CUNY Office Assistant and 1 Assistant to HEO vacancy (Recruiter). Once the Coordinator of Recruitment position is finalized, the aHEO vacancy can move forward.
- Hiring support staff continues to be a challenge. The use of COA staff to fill these positions limits the college in selecting candidates that are a match for the admissions office. In the past year, 8 COAs were hired, but 3 were terminated and 2 resigned. Although these are support staff positions, the skill level required in terms of use of technology is very high. This is a critical concern since processing needs continue to increase.
- Enrollment marketing continues to be a challenge. The need to dedicate funding and efforts to enrollment marketing to increase applications continues not to be a priority. This has had a direct effect on our ability to college online inquiries which are down by 15% from last year.
- Successful revamp of viewbook – **see Appendix 3**

## **2018 - 2019 Annual Plan Goals and Targets**

### **1. Student Success initiatives/ activities** *(Goal 7: 1.1 / Goal 1: 1.1)*

- Continue to increase personalized on-campus events for collaborating high schools and CBOs.
- Continue to exceed enrollment targets on a semester basis by 2%.
- Continue to increase overall conversion of applicants to enrolled students by at least 1%.
- Expand the Ambassador Program to 10-20 students total.
- Continue to expand recruitment efforts in Bronx and Manhattan.
- Successfully implement the new CUNY Admissions application. While a soft launch was used during SP18 direct admissions, a full launch has been rescheduled for June 15, 2018.

### **2. Professional Development**

- Admissions Communication Specialist – attend Hobson’s University, or similar student communication and/or marketing conference
- Recruiters – Attend NACAC conference
- Director – Attend EM conference - ACCROA or Ruffalo Noel Levitz ,
- Explore other professional development opportunities as they become available and fit the need of the office of admissions and recruitment

### **3. Linkages/Collaboration with other offices, departments, institutions or external agencies** *(Goal 1: 1.3, Goal 4: 1.1)*

- Ongoing assessment, revamping, modifying of business processes and policies to ensure to assist all special programs as needed.
- Increase the number of enrolled student from partnering CBOs/ High Schools
- Continue to collaborate with ASAP, CUNY Start, Math Start, College Discovery to ensure each programs reach their target goals.

**4. Use of data to improve operations and student outcomes** (*Goal 1: 1.1*)

- Continue to use data to drive decision making. Utilize Hobsons Connect to design reporting features to assist with recruitment initiatives and management of new student enrollment.

**5. Development, modifications, revision or enhancement of policies or operations** (*Goal 1, 4, and 7*)

- Ongoing assessment of current practices to see where enhancements can be made.

**6. Additional goals / targets for areas in need of attention / improvements** (*Goal 7*)

- Increase staff and staff space
- Recruit and hire qualified CUNY Office Assistants to fill all other vacancies
- Create new recruitment position(s) –
  - Veterans and Transfer Recruiter

<b>Appendix 1</b>				
<b>Closing the 2017 - 2018 loop grid</b>				
<b>Annual Report</b>				
<b>Admissions and Recruitment</b>				
<b>Task/Goal/Project</b>	<b>Completed</b>	<b>Date completed</b>	<b>Strat goal alignment</b>	<b>Notes</b>
Increase campus recruitment events such as ASAP for a Day	Yes	May 9, June 20, 2017 October 4, 2017 November 1, 7, 2017 February 15, 27, 2018, March 16, 21, 23 2018 April 11, 2018 May 1, 5 2018	Goal 7:1.1, Goal 1:1.1	Worked with HSs and CBOs such as Bronx Works, Bronx Leadership Academy, Young Adult Internship Program,
Increase on campus events for counselors	Yes	June 12, 14, 24 2017 August 31, 2017, October 25, 2017, Nov 1, 3, 15, 30 2017 December 18, 2017 April 11, 2018 May 22, 2018	Goal 7:1.1, Goal 1:1.1	Held several meetings with NYC DOE Superintendants including: (1) Juan Mendez, New visions, Queens and Dist. 28 (2) Paul Rotonondo - City Wide Transfer and Dist 12 (3)
Collaborate with ASAP, CS, MS, CD, and C/N to meet enrollment targets	Yes	ongoing	Goal 1:1.3, Goal 4:1.1	met new student enrollment targets for all programs during YR17/18
Increase recruitment events	Yes	ongoing	Goal 7:1.1, Goal 1:1.1	increased recruitment tours from BX schools by 33%. Individual student tours increased by 18% and inquiries generated by external events increased by 18%
Professional Development provided to all HEOs	Yes	July 2017, Fall 17 and Spring 18		Staff attended conferences/workshops: Hobsons Conference, DACA and working with undocumented students workshops, CUNY IT conference
Made significant data improvements in Hobsons Connect	Yes	Fall 2017 / ongoing	Goal 1:1.1	Made significant enhancements to Hobsons Connect which have led to service improvements. Some of these improvements are: (1) automation of testing information to drive identification of student based on test score placement and qualification for ASAP
Use of Starfish	In Progress	in development	Goal 1:1.1	Use of Starfish to develop summary reports to send out to Guidance Counselor Community with student outcome results based on first semester experience



## Appendix 2

### Accepted Student Information Session: Student Learning Outcomes

#### Student Learning Outcomes

At the conclusion of each Accepted Student Information Session, each student will be able to

- I. Understand how to qualify for an enrollment appointment;
- II. Become familiar with the CUNY Assessment Test, understand the importance of preparing for the test and attending a test prep workshop, and identify test exemptions;
- III. Explain benefits and eligibility for Accelerated Study in Associate Programs (ASAP);
- IV. Understand the benefits of the CUNY Start program;
- V. Successfully understand the requirements to submit the Free Application for Federal Student Aid (FAFSA).

#### Objectives

The Office of Admission generated specific objectives to ensure Student Learning Outcomes are achieved after attending an Accepted Student Information Session. Through a series of activities which enhance internal and external recruitment initiatives, potential students will have sufficient exposure prior to and throughout the duration of the admission and enrollment process as they begin to transition into BCC. At the conclusion of the Accepted Student Information Session, the following objectives ensure participants will achieve the following Student Learning Outcomes:

- I. Understand how to qualify for an enrollment appointment
  - a. After reviewing admission and registration deadlines
  - b. Confirm CUNY Assessment Workshop and test date, time, and location
  - c. Submit official records to Office of Admission and proof of MMR to Health Services
- II. Become familiar with the CUNY Assessment Test and identify test exemptions by:
  - a. Reviewing ACT, SAT, and Regents scores
  - b. Watch a 4-minute video on what the CAT components are
  - c. Discussing components of CAT during Accepted Information Session,
  - d. Attending CUNY Assessment Test Workshop at no cost
  - e. Utilizing preparation CAT resources on CUNY webpage.
- III. Explain benefits and eligibility for Accelerated Study in Associate Programs (ASAP) by
  - a. Exposure to ASAP segment from event presentation
  - b. Understand ASAP benefits and requirements
  - c. Obtaining an ASAP brochure in person at event
- IV. Successfully submit the Free Application for Federal Student Aid (FAFSA) by
  - a. Reviewing types of aid including Federal Pell Grant Pell, Tuition Assistance Program, and tuition waiver for ASAP eligible students,
  - b. Obtain school codes for FAFSA and TAP, and



Accepted  
Information Session  
Evaluation Report

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# Executive Summary

New students were asked to participate in an anonymous survey to help the Office of Admission & Recruitment evaluate the effectiveness of the Accepted Student Information Session. The survey is referenced to the Student Learning Objectives to ensure understanding of the CUNY application; assessment test; program choice; Accelerated Study in Associate Programs (ASAP); and Free Application for Federal Student Aid (FAFSA). A suggestion box and name and phone number was included as an option for direct contact by an admissions or financial aid counselor. The survey asked questions on a Likert scale to measure their understanding of the admission process; how to qualify for a registration appointment; CUNY assessment test and workshops; ASAP and CUNY Start; financial aid, and registration deadlines. A total of [82] responses were received. A total of [13] provided their name and contact number.

Items on the survey were worded as positive and negative statements generated from the Accepted Student Information Session power point presentation delivered by Office of Admission & Recruitment and Office of Financial Aid. The following were highlighted:

- Required documents including transcripts, immunizations, proof of residency
- Appointment for CUNY Assessment Test and materials
- Purpose and content of CAT
- CAT workshops and exemption
- Qualifying for enrollment appointment
- ASAP benefits and eligibility
- CUNY Start
- Paying for college and cost of attendance
- Application for Federal Student Aid and required documents
- IRS data retrieval tool and verification
- Scholarships

**Note:** The complete survey questionnaire is included later in this document for reference.

# Methodology

The survey form was developed by Christopher Saldivar, ASAP Enrollment Management Coordinator in collaboration with Director of Admission and Recruitment, Patricia Ramos.

The final survey form asked respondents about their understanding across content discussed at the Accepted Student Information Session. Students were asked to complete the survey at the conclusion of the event and return it to survey administrators located at the exit of Gould Memorial Library Auditorium.

Questionnaire topics included:

- Completion of admission file
- Qualifying for registration appointment
- Subject areas of CUNY Assessment Test
- ASAP and CUNY Start
- Preparation workshops
- Need to speak with admission counselor
- Need for financial aid advisement
- Registration deadlines

The survey administrator evaluated returned surveys for missing information and contradicting responses. After review, the responses were imported into Microsoft Excel and errors such as duplicate answers were omitted and not included in the final count. Data analysis was completed using Excel.

**Note:** The results reported can only be considered the opinions of the survey participants. They cannot be generalized to represent the entire student population as a whole.

# The Survey



Office of Admissions  
Loew Hall, Room 224  
F: 718.289.5689  
F: 718.289.6352

Bronx Community College  
of The City University of New York  
2155 University Avenue  
Bronx, New York 10453

## Accepted Information Session Evaluation Form

Please complete the anonymous survey and answer the following questions truthfully. Your feedback is greatly appreciated and will be used to enhance participant experience for future events.

If you would like to be contacted by phone by our office, please provide your name and contact number below in Comments and Recommendations:

- I understand how to complete my admission file.  
 Strongly Agree    Agree    Neutral    Disagree    Strongly Disagree
- I know how to qualify for a registration appointment where I can finalize my course schedule.  
 Strongly Agree    Agree    Neutral    Disagree    Strongly Disagree
- I have a good understanding of the subject areas on the CUNY Assessment Test  
 Strongly Agree    Agree    Neutral    Disagree    Strongly Disagree
- I am knowledgeable of benefits and eligibility for Accelerated Study in Associate Programs (ASAP).  
 Strongly Agree    Agree    Neutral    Disagree    Strongly Disagree
- I learned what the CUNY Start program is.  
 Strongly Agree    Agree    Neutral    Disagree    Strongly Disagree
- I plan to attend the CUNY Assessment Test Workshop.  
 Strongly Agree    Agree    Neutral    Disagree    Strongly Disagree
- I am familiar with how to complete my Financial Aid Application (FAFSA).  
 Strongly Agree    Agree    Neutral    Disagree    Strongly Disagree
- I need to speak with an Admission Counselor to review the process for obtaining a registration appointment.  
 Strongly Agree    Agree    Neutral    Disagree    Strongly Disagree
- I need to seek additional advisement to learn how to submit my Financial Aid application (FAFSA).  
 Strongly Agree    Agree    Neutral    Disagree    Strongly Disagree
- The event led to my understanding of documents needed to meet registration deadlines.  
 Strongly Agree    Agree    Neutral    Disagree    Strongly Disagree

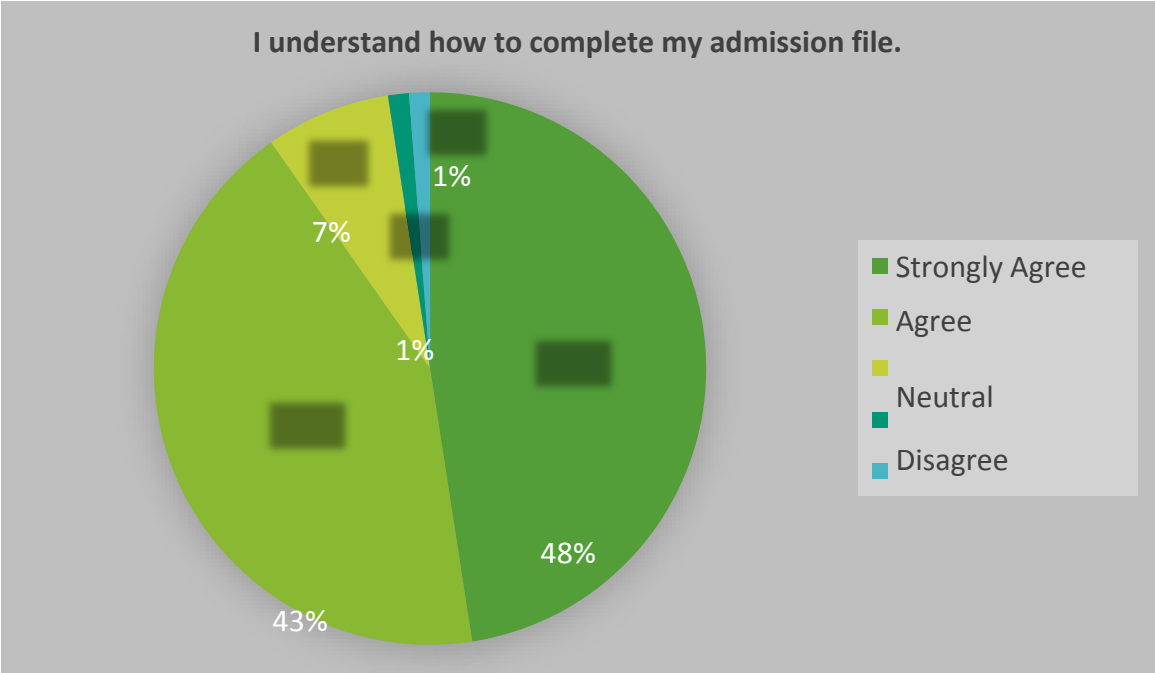
Comments and Recommendations:

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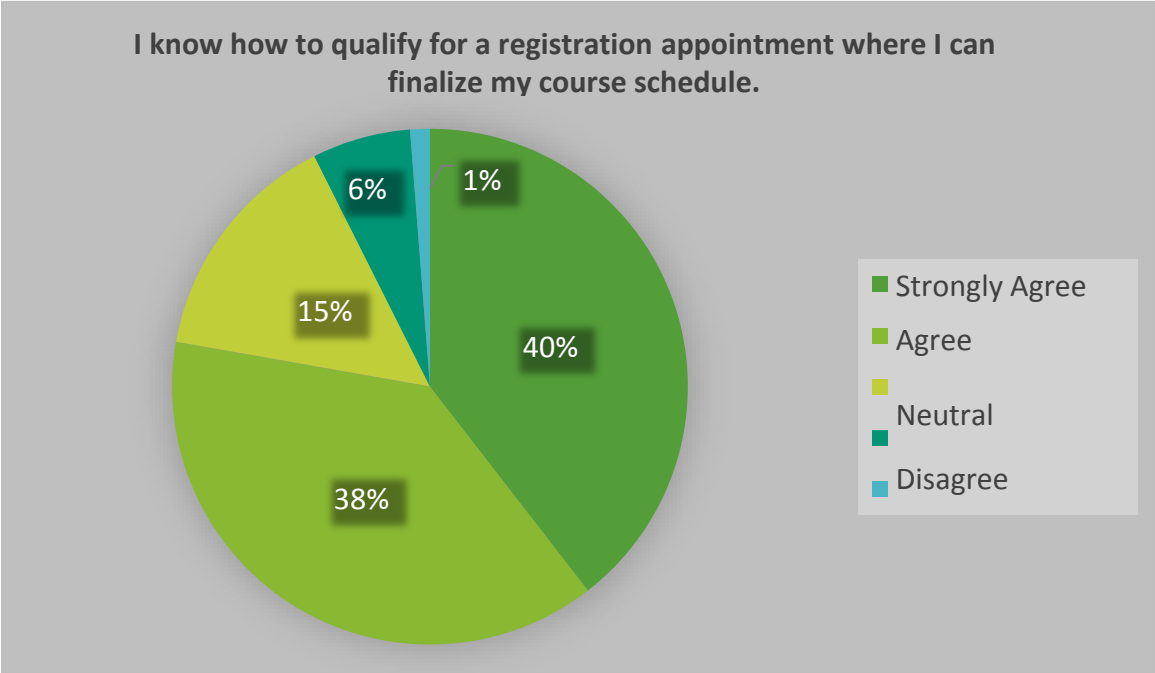
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# Survey Results



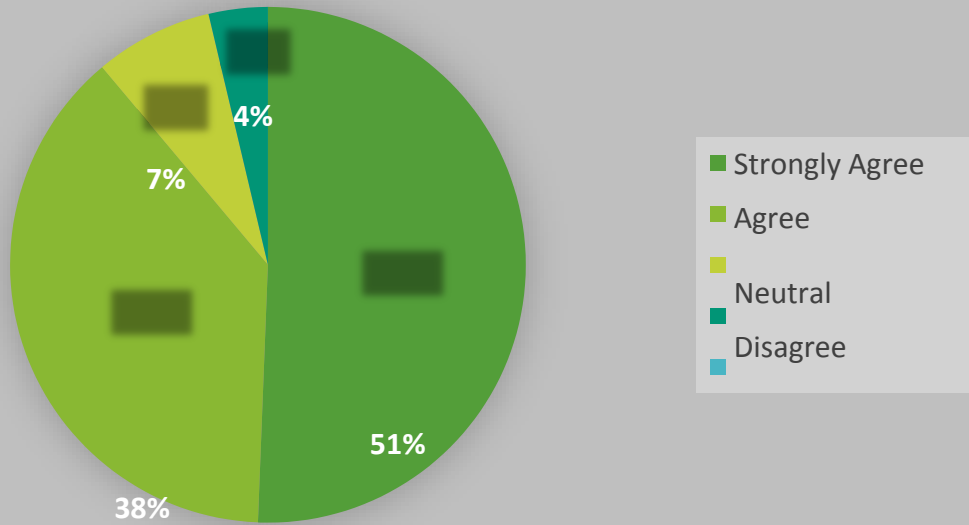
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N=81

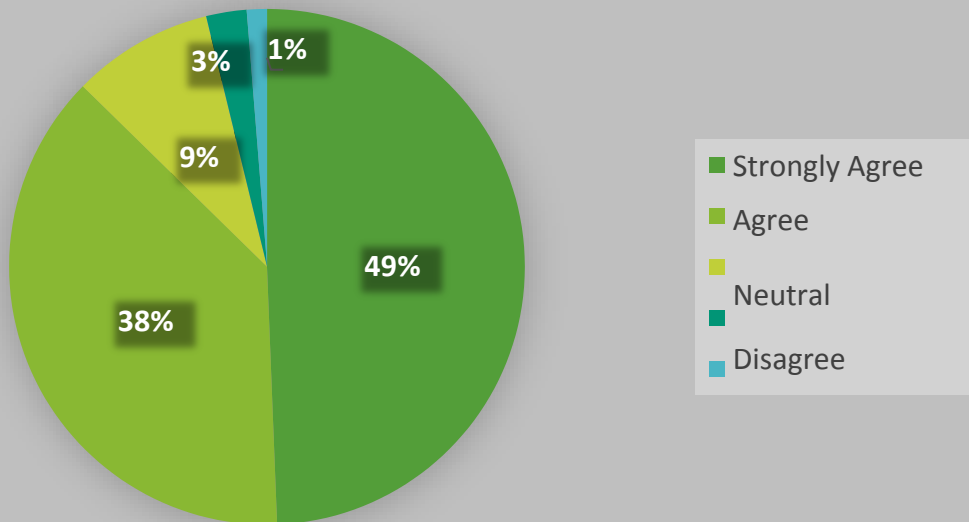
I have a good understanding of the subject areas on the CUNY

Assessment Test



N=81

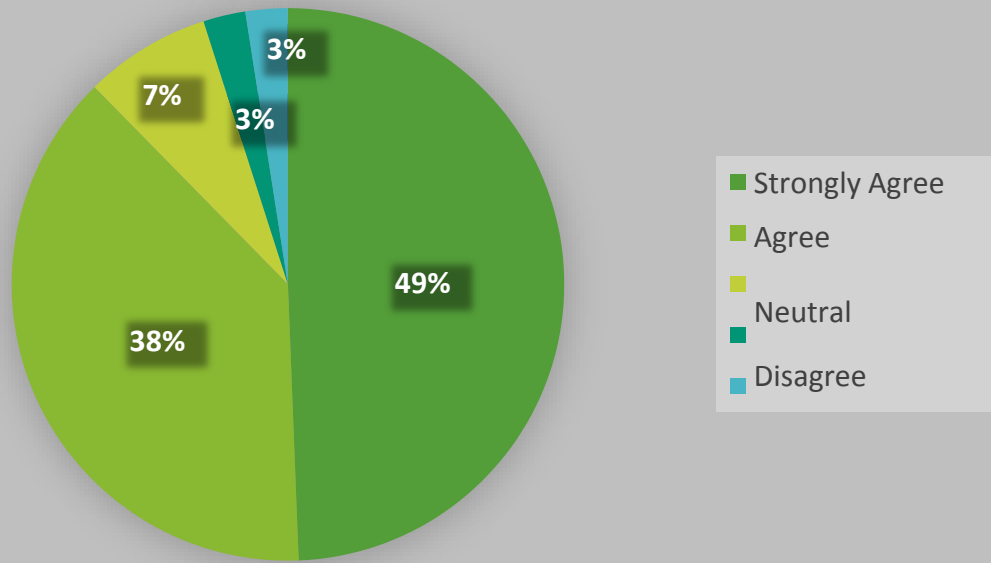
I am knowledgeable of benefits and eligibility for Accelerated Study in Associate Programs (ASAP).



N=79

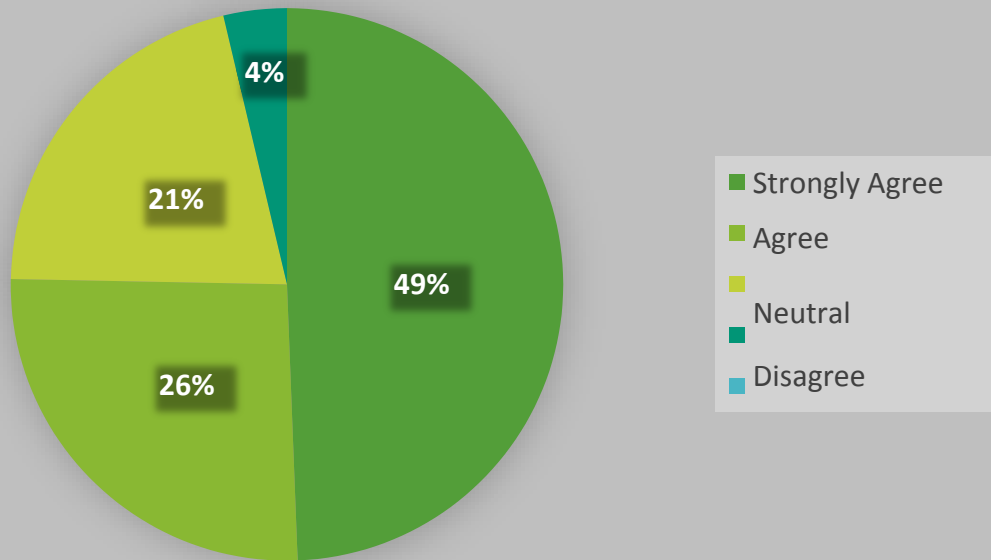


I learned what the CUNY Start program is.



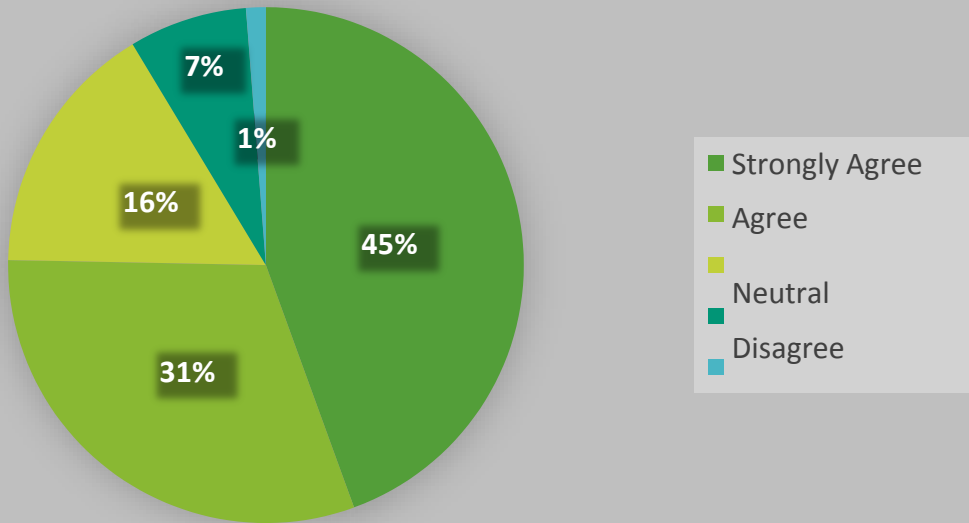
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I plan to attend the CUNY Assessment Test Workshop.



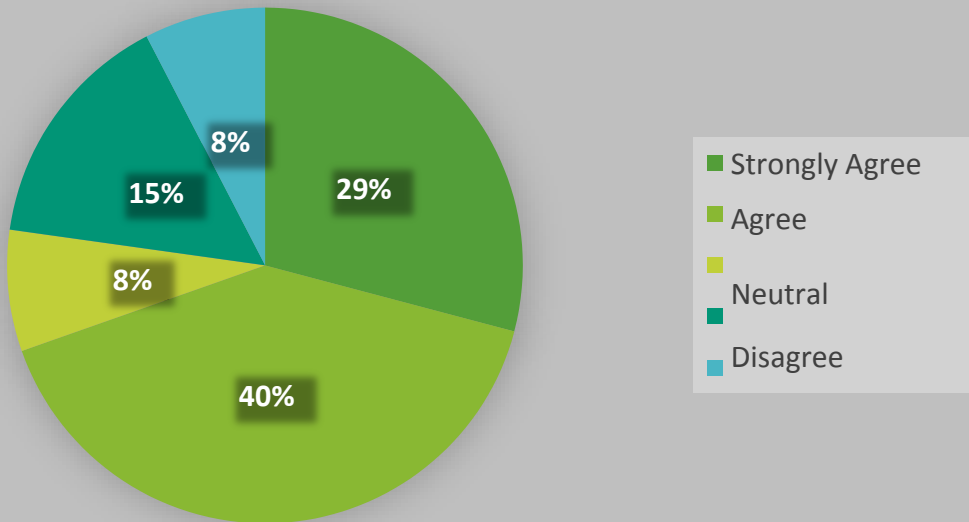
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I am familiar with how to complete my Financial Aid Application (FAFSA).



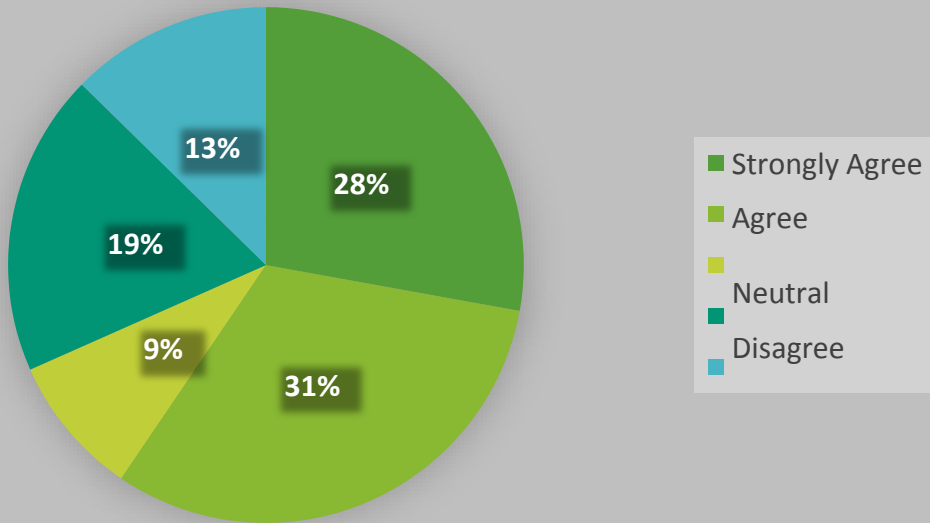
N=81

I need to speak with an Admission Counselor to review the process for obtaining a registration appointment.



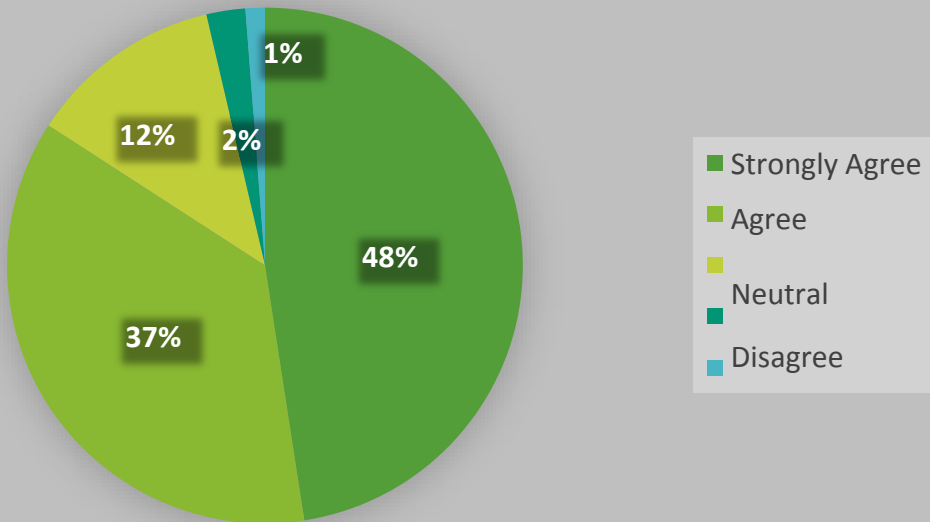
N=79

I need to seek additional advisement to learn how to submit my Financial Aid application (FAFSA).



N=79

The event led to my understanding of documents needed to meet registration deadlines.



N=82

## Suggestions:

- Yes, I would like to be contacted by a financial aid counselor
- I would like to get contact by a financial aid counselor to check on my process
- I would like to be contacted by phone by a financial aid counselor
- Financial aid counselor spoke too quickly
- I need to take the CUNY Assessment Test and make a registration appointment for the nursing program
- Add registration deadlines to presentation

## Quality of Survey:

- 17% of respondents answered all [Strongly Agree, Agree, Neutral, Disagree, or Strongly Disagree] for each statement
- 87% of respondents fully completed the evaluation – remaining percent consists of no answer or multiple responses to statement
- 72% of respondents fully completed the survey and answered truthfully or did not answer the same for each statement

## Results and Key Points of Survey:

### **Objective I: Successfully navigate The City University of New York application**

- 90% of respondents understand how to complete their admission file
- 77% know how to qualify for a registration appointment
- 67% of respondents need to speak with an Admission Counselor to review the process for obtaining a registration appointment

*Takeaway: The majority of participants understand The City University of New York application – perhaps from undergoing the process or near completion of the application*

*– yet require additional coaching leading to registration. A good number of participants may also be unaware of their upcoming workshop and test appointment – given 17 respondents answered neutral to attending a workshop.*

## **Objective II: Become Familiar with the CUNY Assessment Test and identify test exemptions**

- 88% understand the subject areas of the CUNY Assessment Test
- 74% plan on attending a workshop, 17 respondents answered neutral and may not need to take the CUNY Assessment Test

*Takeaway: Considered to be the strongest segment of the event by recognizing the components of the exam, the majority of students plan on attending a workshop – however, the survey does not ask for respondents to mark whether they're registered for both. One-fifth of participants answered neutral which can either indicate exemption; their knowledge of exemption but no confirmation from Office of Admission & Recruitment; or unsure whether testing is needed.*

*Should the survey shift away from Likert to direct questions, a recommendation is to ask respondents to mark whether they're registered for the CUNY Assessment Test Workshop and CAT – with an option reading 'unsure' or 'do not know'.*

## **Objective III: Make an informed decision on academic program, choice**

- N/A

*Takeaway: NA*

## **Objective IV: Explain the benefits and eligibility for Accelerated Study in Associate Programs**

- 84% of respondents indicated they are knowledgeable about ASAP
- 87% learned what the CUNY Start program is

*Takeaway: Three respondents disagreed with the statement – perhaps from arriving late or other reason. Despite three slides dedicated to ASAP (including PBS segment) and one slide to CUNY Start, two respondents marked disagree to statement four [regarding ASAP] and statement five [regarding CUNY Start]. The third respondent had a neutral understanding of ASAP and strongly disagreed with statement five.*

## **Objective V: Successfully submit the Free Application for Federal Student Aid (FAFSA)**

- 57% of respondents know how to complete their FAFSA
- 30% suggest they do not need to seek additional advisement, the remaining percent indicated additional advisement will be useful

*Takeaway: Similar to the CUNY Assessment Test statements, some students may have completed the FAFSA application – however, unless the survey asks, the Office of Admission & Recruitment and Office of Financial is left to assume 57% completed their FAFSA application or started and not sure if additional documents are needed to obtain an award letter. As a result of direct contact requests for financial aid advisement, the least percentage of understanding, and a quarter of respondents selecting ‘strongly agree’ to statement nine, there needs to be greater emphasis on the subject.*

Appendix 1

Closing the 2017 - 2018 loop grid

Annual Report

Admissions and Recruitment

Task/Goal/Project	Completed	Date completed	Strat goal alignment	Notes
Increase campus recruitment events such as ASAP for a Day	Yes	May 9, June 20, 2017 October 4, 2017 November 1, 7, 2017 February 15, 27, 2018, March 16, 21, 23 2018 April 11, 2018 May 1, 5 2018	Goal 7:1.1, Goal 1:1.1	Worked with HSs and CBOs such as Bronx Works, Bronx Leadership Academy, Young Adult Internship Program,
Increase on campus events for counselors	Yes	June 12, 14, 24 2017 August 31, 2017, October 25, 2017, Nov 1, 3, 15, 30 2017 December 18, 2017 April 11, 2018 May 22, 2018	Goal 7:1.1, Goal 1:1.1	Held several meetings with NYC DOE Superintendants including: (1) Juan Mendez, New visions, Queens and Dist. 28 (2) Paul Rotondo - City Wide Transfer and Dist 12 (3)
Collaborate with ASAP, CS, MS, CD, and CN to meet enrollment targets	Yes	ongoing	Goal 1:1.3, Goal 4:1.1	met new student enrollment targets for all programs during YR17/18
Increase recruitment events	Yes	ongoing	Goal 7:1.1, Goal 1:1.1	increased recruitment tours from BX schools by 33%. Individual student tours increased by 18% and inquiries generated by external events increased by 18%
Professional Development provided to all HEOs	Yes	July 2017, Fall 17 and Spring 18		Staff attended conferences/workshops: Hobsons Conference, DACA and working with undocumented students workshops, CUNY IT conference
Made significant data improvements in Hobsons Connect	Yes	Fall 2017 / ongoing	Goal 1:1.1	Made significant enhancements to Hobsons Connect which have led to service improvements. Some of these improvements are: (1) automation of testing information to drive identification of student based on test score placement and qualification for ASAP



Use of Starfish	In Progress	in development	Goal 1:1.1	Use of Starfish to develop summary reports to send out to Guidance Counselor Community with student outcome results based on first semester experience
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