Office of Admissions  
Unit Annual Report  
2002-2003

Personnel

Bobbi Charles  Senior Office Specialist  
Stephanie Chrismon  Admissions Counselor (67%, 2/1/03 until 6/30/03)  
Viet Doan  Associate Administrator (until 1/31/03)  
Tim Droske  Admissions Counselor  
Scott Haag  Director of Admissions (until 12/31/02)  
Bryan Herrmann  Admissions Counselor (until 1/31/03), Assistant Director of Admissions-Communications/Data Technology Coordinator  
Wendy Melberg  Office Specialist  
James Mootz  Interim Associate Vice Chancellor for Enrollment (from 1/1/03)  
Andy Lopez  Assistant to the Associate Vice Chancellor for Enrollment (from 1/1/03)  
Tierree Smith  Admissions Counselor  
Leslie Zenk  Senior Admissions Counselor (until 1/31/03), Assistant Director of Admissions-Publications/Travel Coordinator  
Jennifer Zych  Senior Admissions Counselor (until 1/31/03), Assistant Director of Admissions – On Campus Events Coordinator

Purpose

The overall purpose of the Admissions Office is to enroll new students to the university. New students include, but not limited to, recent high school graduates, transfer students from other institutions, returning students after a two-semester absence from UMM, high school juniors and seniors, international students, and intra-university transfers.

Function

The function of the Office of Admissions is to contact, admit, and enroll prospective students. In conjunction with this function, the Office of Admissions develops programs that will enable these student to secure the benefits of a liberal arts education at the University of Minnesota, Morris, regardless of their family resources. Also, it is our goal to enroll students with a profile that equips them to meet the challenges of a high quality, undergraduate institution.
Evaluation

NHS Application Comparison 1999-2003

- Selectivity held steady around 82.5% compared to 82% the previous year
- Females continue to make up a majority of our applicants: 61.5% vs 38.5%
- Average AAR score for applicants increased slightly from 121.2 to 121.9
- More Out of State applicants (excluding SD, ND, WI, and IL) enrolled this year: 25 compared to 14 last year.
- Average ACT for admitted students increased from 24.6 to 25.0. Average ACT for students who confirmed increased slightly from 24.5 to 24.7
- Twin Cities Metro Area produced 53.9% of the applications for the state of Minnesota.
Narrative

The Office of Admissions is disappointed with the outcome of this past recruiting year. There were several bright spots in the increase in ACT scores and our continued ability to convert 50% or better of our admitted students to applicants. We continued to develop several publications, including Athletics, Study Abroad, and a Junior piece. The Twin Cities Metro Area continues to be an important place for us to focus our efforts. We have worked to develop some relationships with programs that encourage students to attend college, such as Admissions Possible, Multicultural Excellence Program, and St. Paul Indian Education.

Major Changes recommended/plans for 2003-2004

Areas that have been selected for improvement for the 2003-2004 recruiting year:

1. Budget – to continue to work to operate within our allotted budget for the year
2. Visibility – work to market the campus more effectively and efficiently to our target audiences
3. Diversity – to increase the percentage of students of color in the NHS class
4. Website Redesign- work to have user friendly and strong electronic presence for future students
5. Communication – to involve the faculty in enrollment
6. Quantity and Quality- to increase the number and ability of the entering high school class