

Institutional Effectiveness: Evidence of Improvement Based on Assessment Activities.

Examples for Institutional Effectiveness in Admissions and Financial Aid:

Recent changes to communication channels have included a stronger migration to electronic communication with the student, both at the prospective student and applicant phase. In many cases, our electronic communication serves as a substitute for paper mailings, which must remain in place for those without the ability to communicate via email. Additional changes include greater segmentation with the messages sent to prospective students, based on geographic region, gender, academic interests and scholarship as a few examples. Assessments of the effectiveness of these changes have been monitored through the use of test panels - where the segment is split and each offered a different method of communication. The response rates, conversion and results found provided the direction for our future initiatives.