



Division of Enrollment Management and Academic Success

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Faculty Senate

September 23, 2013

Mark Daddona



Departments & Directors

- Recruitment & Admissions – Betty Momayezi
- Financial Aid – Pat Barton
- Registrar’s Office – Rebecca Gmeiner
- Testing Center – Sharon Long
- Orientation & New Student Programs –
Celena Milner
- First-Year Advising & Retention Center -
DeLandra Hunter
- Center for Academic Success – Kathy Garrison

Recruitment & Admissions

- Conducts high school visits, college fairs, PROBE Fairs, and online events and activities
- Coordinates Open Houses (Fall/Spring and now Degree Completion Open Houses)
- Coordinates individual campus tours
- Purchases names from National Research Center for College and University Admissions (NRCCUA), College Board, ACT
- Visits individual 2-year schools with advisors and prospective students
- Develops print materials and advertisements

Financial Aid

- Assists students in applying for federal, state, and institutional aid
- Assists students with personal financial goals by providing financial management programs and tools
- Ensures compliance with federal, State, Board of Regents, and institutional regulations
- Coordinates work study program and scholarships



Registrar's Office

- Maintains the academic records of the university (registration, withdrawals, grades, student file, etc.)
- Upholds the academic policies of the university
- Completes transfer evaluations (new/returning) and readmission to the University
- Coordinates graduation evaluations and commencement ceremonies



Testing Center

- Provides all university-wide, most program-wide, and some community-wide testing
- Administers about 25 different categories of examinations or assessments
- Administers Georgia Assessment for the Certification of Educators (GACE) beginning in October
- Assesses 7,000-9,000 candidates yearly



Orientation & New Student Program

- Assists first year, transfer, nontraditional and dual enrolled students in making a successful academic, intellectual and social transition to the University.
- Provides overall orientation land-based programming and online orientation programming for distance learning students
- Provides peer mentoring to approximately 150 first-year students enrolled in CSU1022 courses (F.I.R.S.T. Step Peer Mentoring Program)
- Coordinates New Student Convocation



First-Year Advising & Retention Center

- Provides holistic advising that addresses the developmental needs of students.
- Coordinates CSU 1022 course, learning community program, and First-Year Common Reading
- Coordinates MAP-Works Retention Management Program
- Guides students to identify a major program of study that best matches their educational and career goals.
- Coordinates service learning projects to develop a sense of self, social responsibility and civility for students.
- Encourages superior academic achievement by building a community of scholars through a freshman honor society.

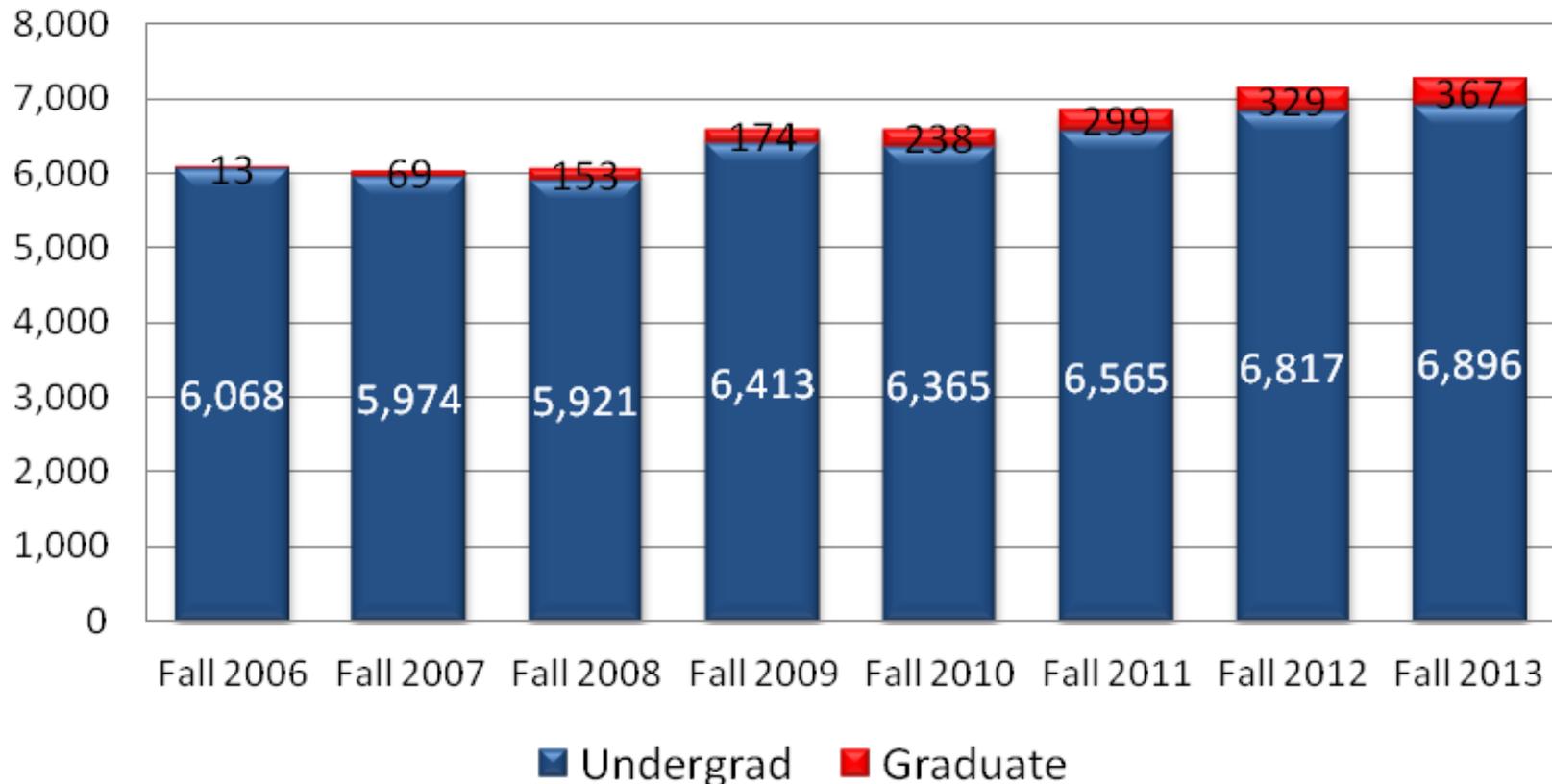
Center for Academic Success

- Coordinates peer tutoring in over 75 courses
- Offers Drop-In Math Tutoring and Supplemental Instruction (SI)
- Coordinates Academic Success workshops
- Conducts classroom outreach programs
- Schedules group study & presentation preparation rooms
- Coordinates CARE (Clayton Academic Referral Effort) Early Warning Program
- Coordinates end of semester Tutoring Blitz



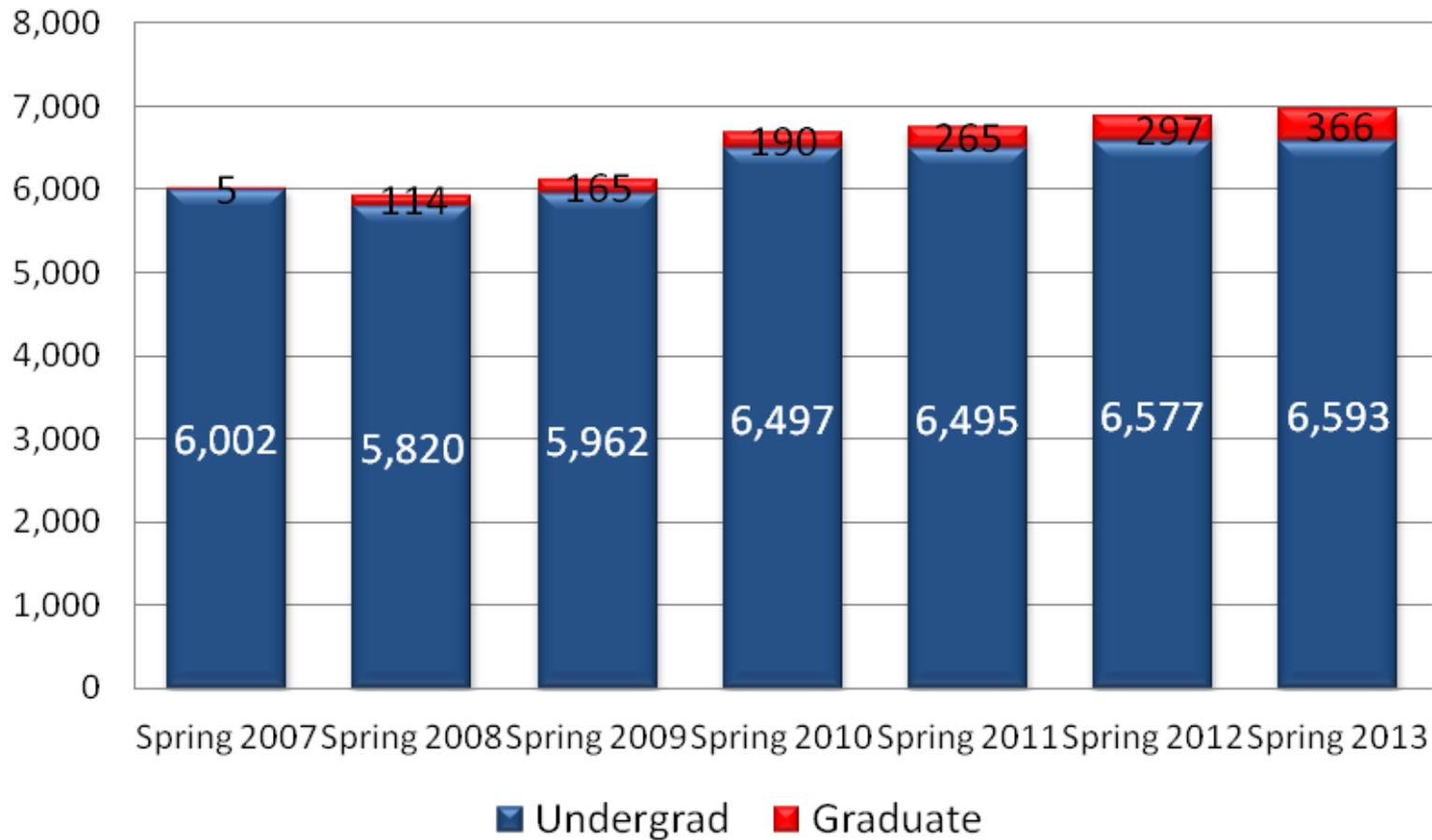
Fall Enrollment

Fall Enrollment Comparisons



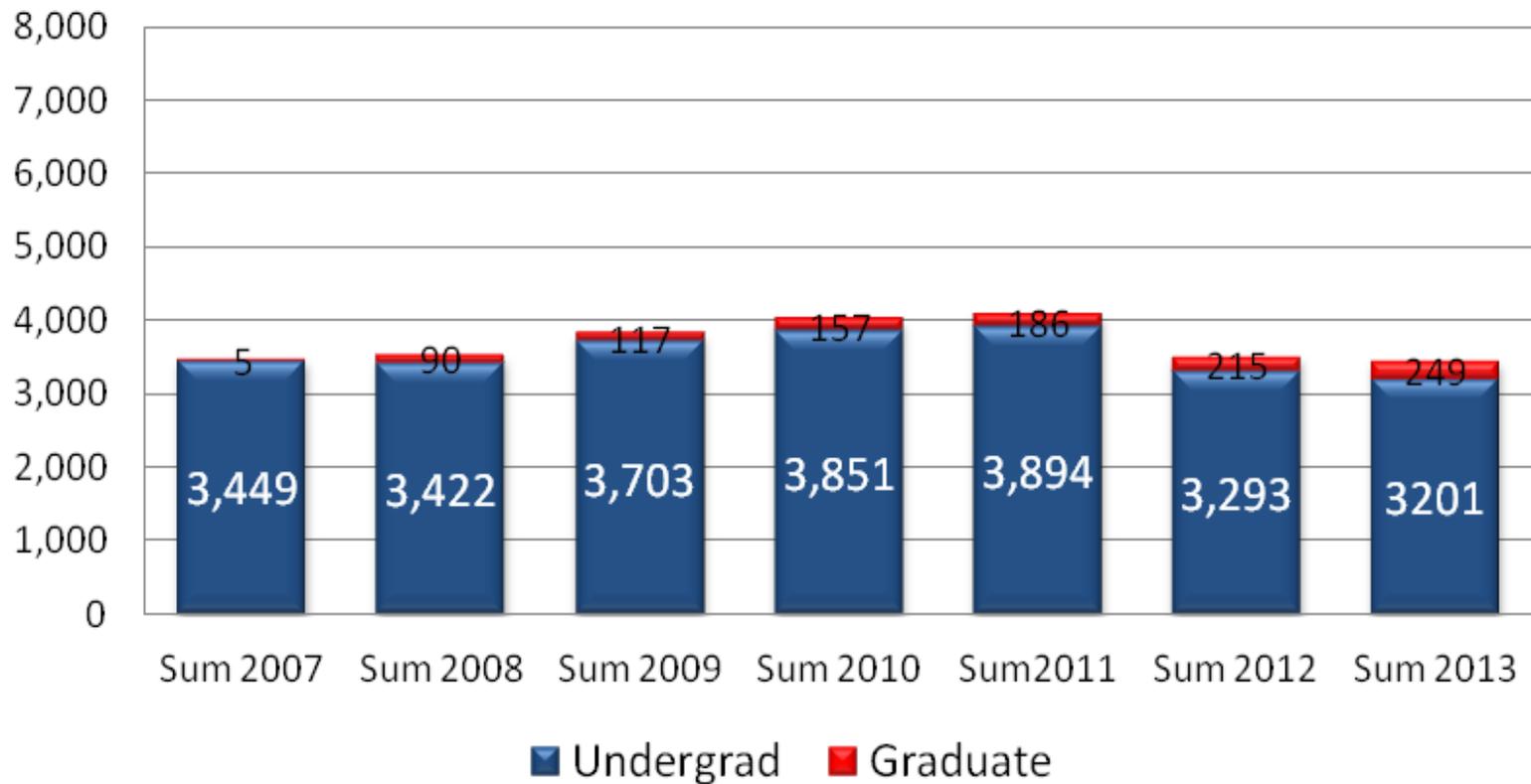
Spring Enrollment

Spring Enrollment Comparisons

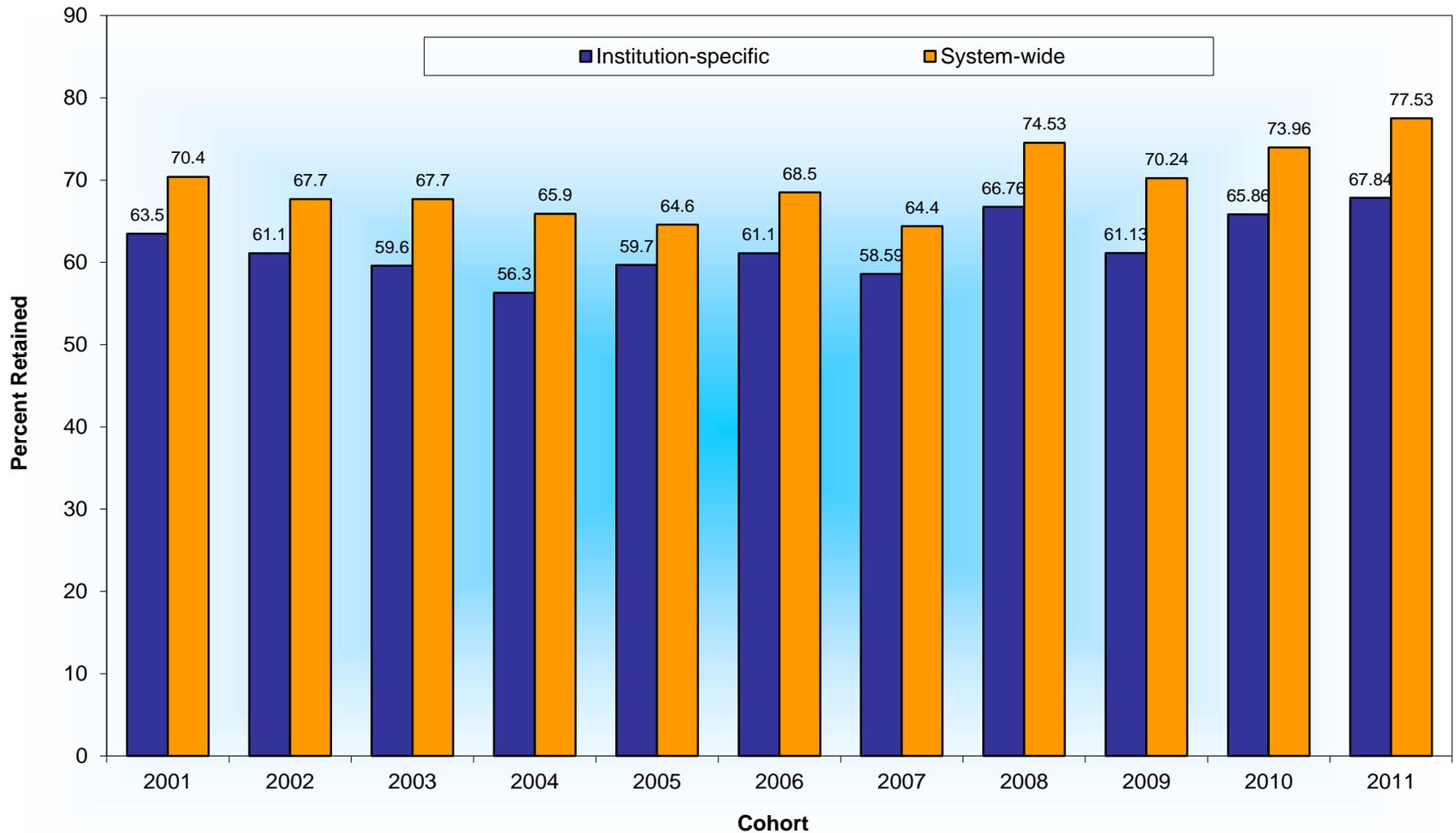


Summer Enrollment

Summer Enrollment Comparisons



First-Time, Full-Time Freshmen Retention History

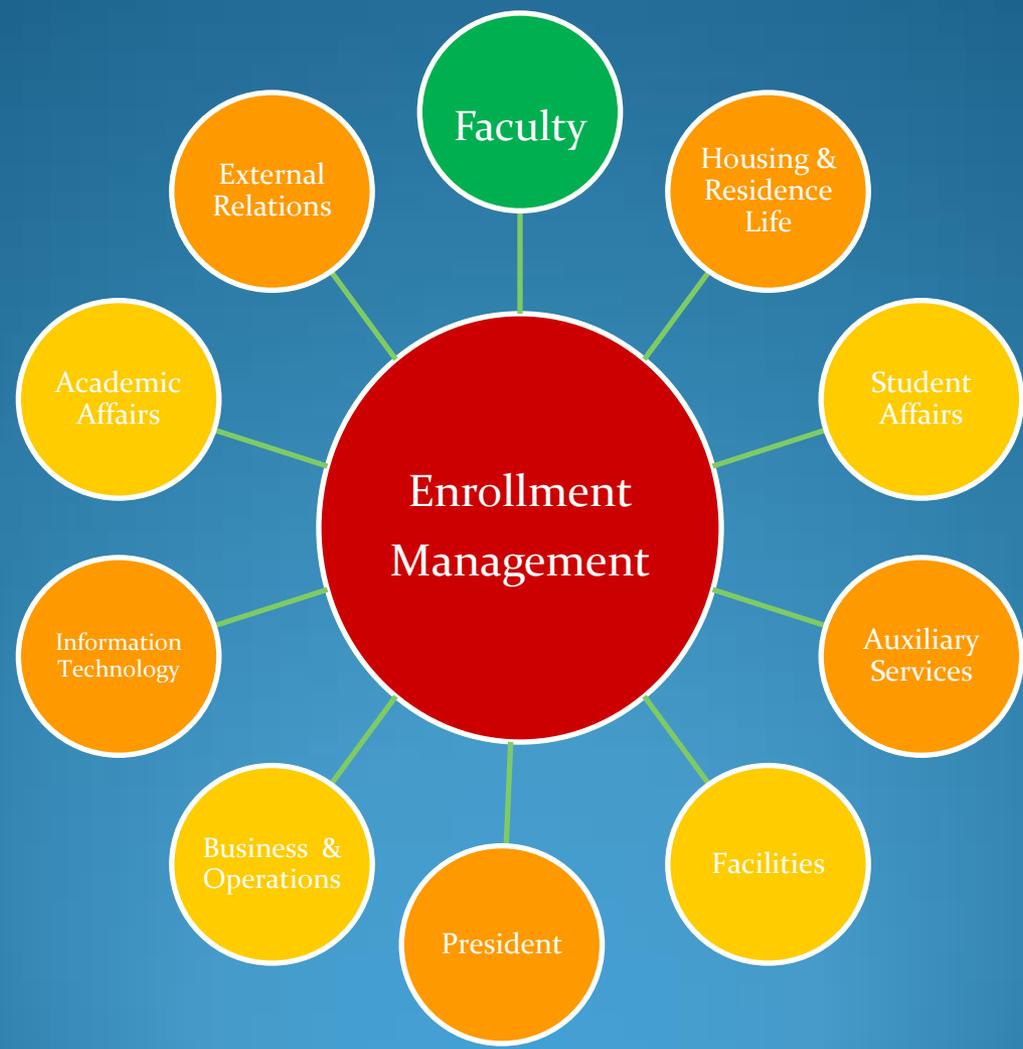


Plans for Upcoming Year

- Implement Degree Works (Degree Audit Program)
- Create a Visitor & Welcome Center
- Review CSU 1022 and Learning Communities Program with first-year experience committee
- Improve data collection and analysis to make data-driven decisions
- Develop systematic enrollment targets and continue to adjust recruitment strategies to meet targets
- Coordinate the distribution of Dream Makers Scholarship program with External Relations
- Explore ways to reach out to potential degree completers in our general service area



Enrollment Management: University-Wide Collaboration



Faculty Role

- How can faculty play a greater role in enrollment management?
- What ideas/suggestions do you have for the EM departments?



For additional Enrollment
Management information go to
www.clayton.edu/em

