

OFFICE OF STUDENT ENROLLMENT SERVICES

Annual Report: SEPTEMBER 2015 – AUGUST 2016



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WHO WE ARE



Kenneth M. Schneider, MBA
Director, Student Enrollment
Services

Student Enrollment Services (SES) was created in September 2008 to provide leadership and logistical change with respect to student service. We present an array of services to current and prospective students; parents/family; high school counselors and community college advisors; and university community, including faculty and staff. We provide real value to the campus by serving as the initial conduit with respect to these critical services:

- Financial aid/scholarships
- Financial literacy
- Billing/payments, installment plans
- Records/specialized registration services

As a trusted source of information with a goal to assist the university's growing diverse and talented campus community, we also offer consultation for students and families seeking help in managing the cost of attending William Paterson University. While we serve as the first administrative resource, we partner with the Offices of Financial Aid, Student Accounts, and Registrar on complex issues to provide solutions using a thorough, studied approach. Our consult/referral methodology is well-developed and facilitates timely guidance from an expert panel of advisors.

Reporting to the Vice President of Enrollment Management, the department is located in Morrison Hall and representatives are ready to assist via any mode of preferred communication: telephone, email, in-person and online via the web/social media.

Hours of Operation:

Departmental hours of operation align with standard university operating hours. However, the office extends these hours during the critical weeks preceding to and subsequent from the start of the fall and spring terms. SES staff is available until 6:00pm, Monday through Thursday, throughout the months of September (fall term start) and January (spring term start). In addition to these critical weeks, SES provides extended counter hours on Wednesdays until 6:00pm, while classes are in session.

Contact Us:

SES appreciates your feedback as we strive to enhance our delivery of services. If you have any comments or suggestions, we welcome you to write Silvia Barrera (Program Assistant to the Director) at barreras1@wpunj.edu.

ABOUT THIS REPORT

This inaugural Student Enrollment Services Annual Report was written to articulate a thorough review of our operations and campus impact, our Academic Year 2015-2016 Accomplishments and our Goals identified for Academic Year 2016-2017. We have established and regularly collaborated with many interdependent departments to support the William Paterson University Strategic Plan 2012-2022.

With our many campus partners, most notably the Offices of Financial Aid, Registrar and Student Accounts, we strive to improve our service to students, families, faculty and staff while we expand our business processes. We are proud of our accomplishments after nine (9) years of existence and look forward to many more to come.

This report is organized as follows: a) an overview of SES, including our mission and vision, b) detailed information about the functions within and the degree of constituent traffic seen by staff and c) SES Academic Year 2015-2016 Accomplishments and Academic Year 2016-2017 Goals.

SES is committed to the continued enhancement of the delivery of our core services while maintaining compliance with university policies as well as federal/state regulatory mandates.

A note of thanks must be extended to the many SES staff that authored and monitored its various segments with special consideration to Silvia Barrera for patiently crafting and polishing this inaugural report.

Mission Statement

Student Enrollment Services (SES) is dedicated to the enhancement of the William Paterson University academic experience by providing complimentary student services in an efficient, effective and user-friendly manner.

The department is committed to the continued development and seamless delivery of contemporary services in a physical setting as well as virtually over the World Wide Web. Through collaborative efforts with our students, faculty, and staff the department will ensure that the availability and quality of our services meet and exceed the needs the campus community.

Cognizant that student needs are as diverse as the campus itself, the department is devoted to providing courteous, accurate and timely expedition of requests related to financial aid, student accounts, and academic records.

Student Enrollment Service values a student first approach while simultaneously maintaining a focus on the support systems relied upon by our students. Our approach supports and empowers our students to become responsible for their educational and personal development in order to enhance their opportunities for life-long success.

Vision Statement

Student Enrollment Services is committed to providing model student service. As such, the department will strive to become the trusted choice among our students and will become the "place to go". Students, faculty, and staff will come to know us for the courtesy we extend to them. More importantly, all constituents will appreciate the accuracy of the information received and the timeliness of its delivery.

Student Enrollment Services will become the national benchmark from which other institutions of higher education will base their successes in the cultivation of reputable service programs.

STAFF

Directors: Kenneth M. Schneider, Director

Johanna Torres, Associate Director

Damion Barnett, Assistant Director

Professional Services Specialist:

Candice Perez

Program Assistants:

Silvia Barrera

Alena Kucinski

Eva Reyes

Student Services Representatives:

Cynthia Brown

Bernice Cabbagestalk

Odessa Donzella

Agnes Hill

Rose Sorzano

Raquel Vieira

Kevin Weston

Graduate Assistant:

Stacey Delos Santos

TOP REASONS FOR STUDENT CONTACTS AND OFFICE FUNCTIONS

As previously mentioned, SES presents an array of services to current and prospective students; parents/family; high school counselors and community college advisors; and the university community, including faculty and staff.

Again, we provide value to the campus by serving as the initial conduit with respect to these critical services.

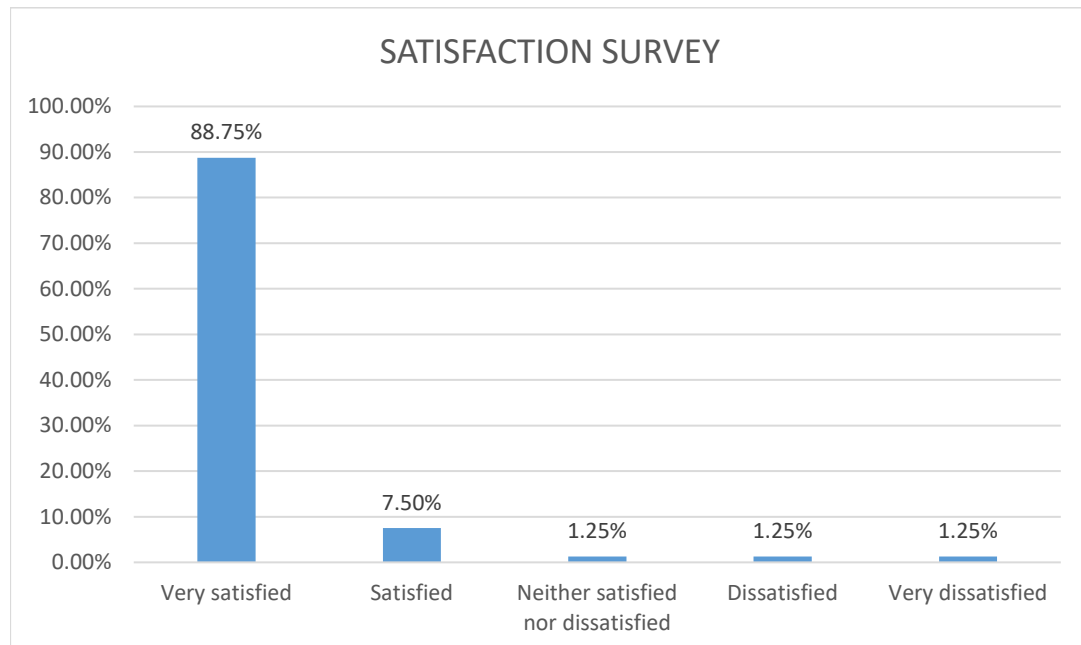
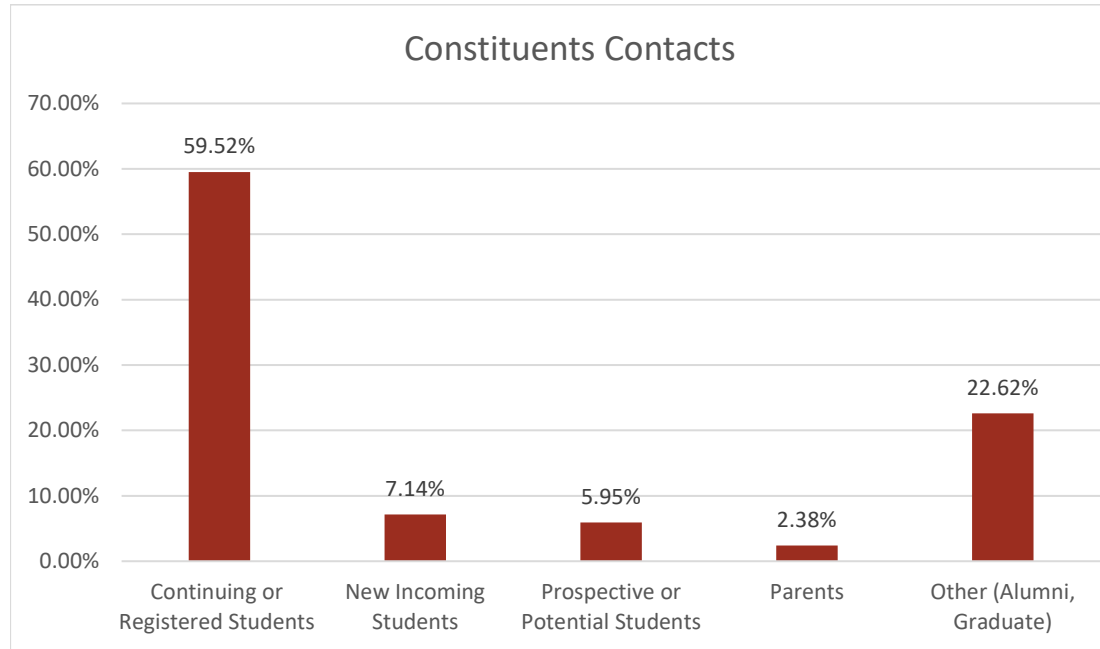
From our assessment conducted in this Academic Year 2015-2016, these are the most common services provided in our office at the service counter during the spring 2016 semester:





WHO UTILIZES OUR SERVICES AND HOW SATISFIED?

*AS REPORTED IN THE SES COUNTER SURVEY SPRING 2016 (N=84)



STUDENT ENROLLMENT SERVICES CONTACT DASHBOARD DATA

SEPTEMBER 2015 - AUGUST 2016



Student Enrollment Services Contact Dashboard Data September 2015 - February 2016

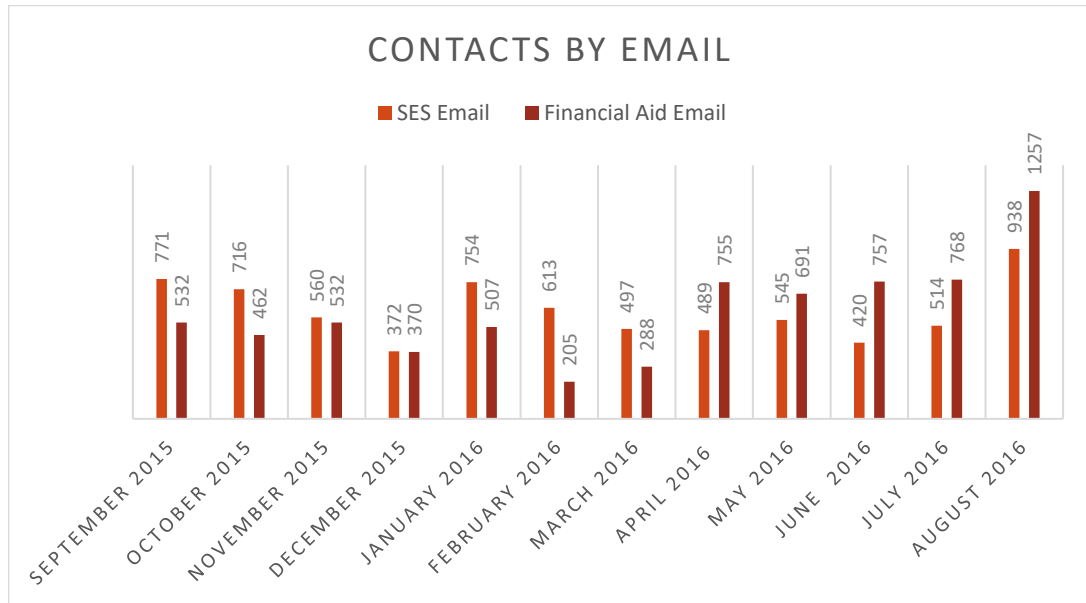
| Method | SEPTEMBER 2015 | OCTOBER 2015 | NOVEMBER 2015 | DECEMBER 2015 | JANUARY 2016 | FEBRUARY 2016 |
|------------------------------------|----------------|--------------|---------------|---------------|--------------|---------------|
| SES Email Contacts | 771 | 716 | 560 | 372 | 754 | 613 |
| Financial Aid Email | 532 | 462 | 532 | 370 | 507 | 205 |
| Contacts by Telephone | 3048 | 2533 | 2470 | 1578 | 3780 | 2252 |
| SES Service Counter Contacts | 2477 | 1718 | 1366 | 926 | 2233 | 1282 |
| Scheduled Appointments | 10 | 3 | 3 | 5 | 14 | 2 |
| Transcripts Generated | 1120 | 1126 | 1029 | 878 | 1738 | 1223 |
| Enrollment Verifications Generated | 213 | 77 | 42 | 45 | 90 | 46 |

Student Enrollment Services Contact Dashboard Data March 2016 - August 2016

| Method | MARCH 2016 | APRIL 2016 | MAY 2016 | JUNE 2016 | JULY 2016 | AUGUST 2016 |
|------------------------------------|------------|------------|----------|-----------|-----------|-------------|
| SES Email Contacts | 497 | 489 | 545 | 420 | 514 | 938 |
| Financial Aid Email | 288 | 755 | 691 | 757 | 768 | 1257 |
| Contacts by Telephone | 1848 | 2591 | 2754 | 2698 | 2945 | 5913 |
| SES Service Counter Contacts | 990 | 1187 | 1200 | 1047 | 1324 | 3060 |
| Scheduled Appointments | 5 | 23 | 21 | 26 | 39 | 52 |
| Transcripts Generated | 1276 | 1345 | 1615 | 1560 | 1481 | 1615 |
| Enrollment Verifications Generated | 43 | 33 | 24 | 36 | 45 | 62 |

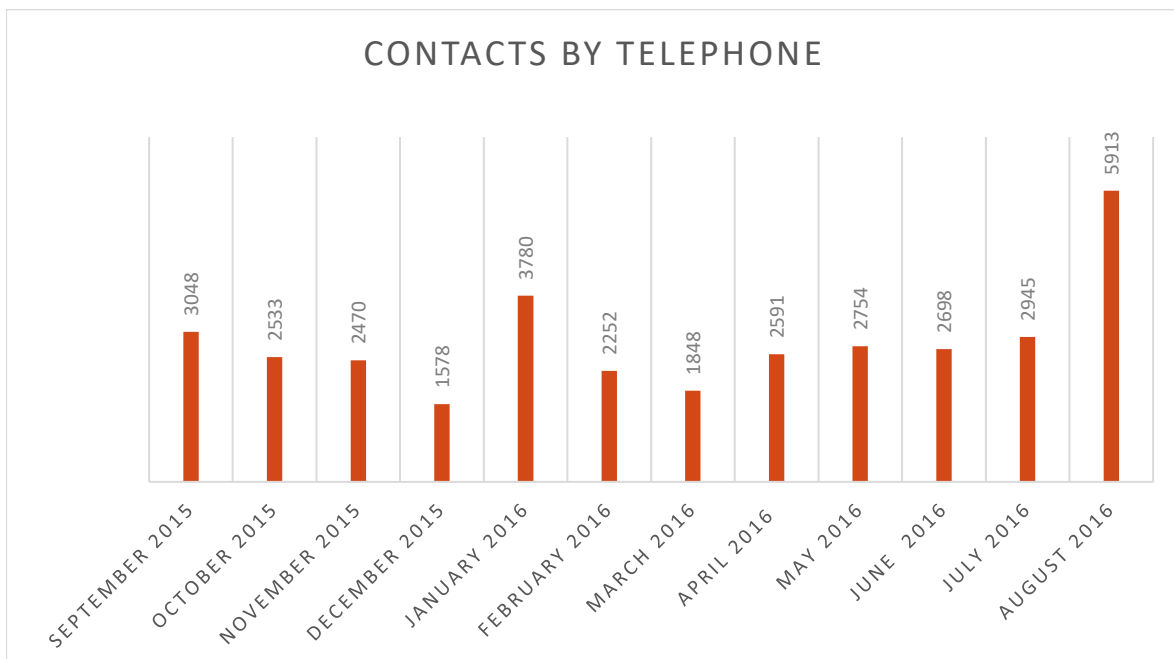
CONTACTS BY EMAIL

SEPTEMBER 2015 - AUGUST 2016



CONTACTS BY PHONE

SEPTEMBER 2015 - AUGUST 2016

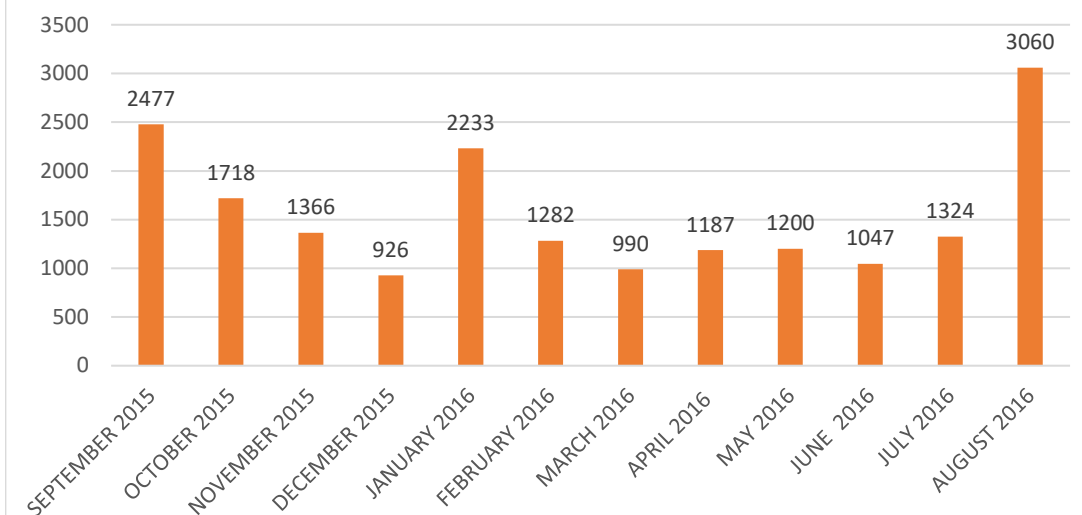




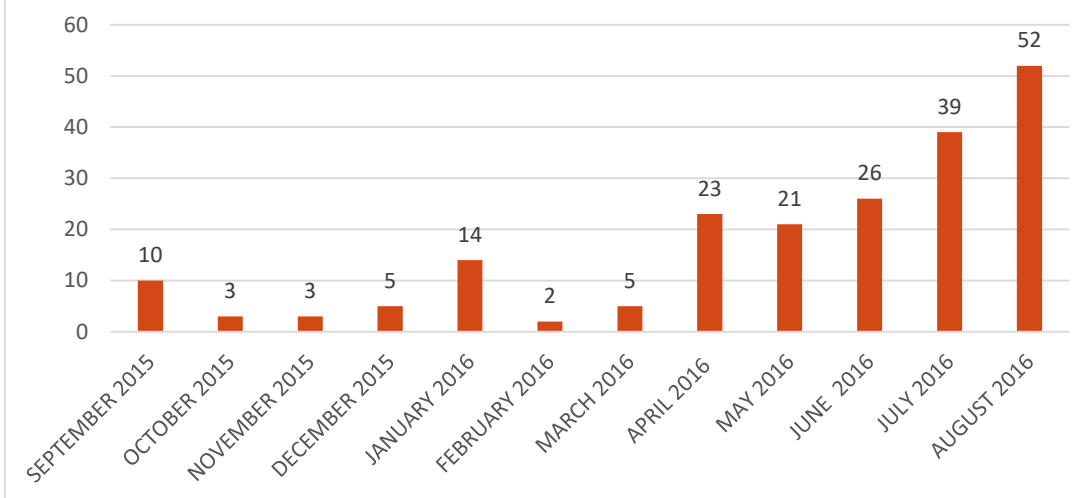
CONTACTS IN PERSON

SEPTEMBER 2015 - AUGUST 2016

SES SERVICE COUNTER CONTACTS



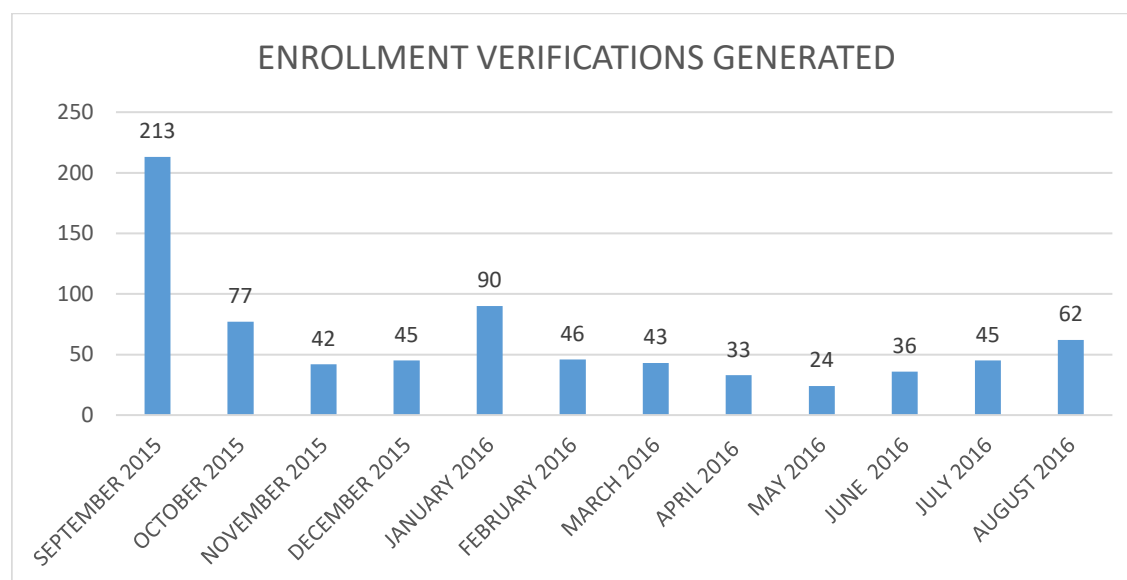
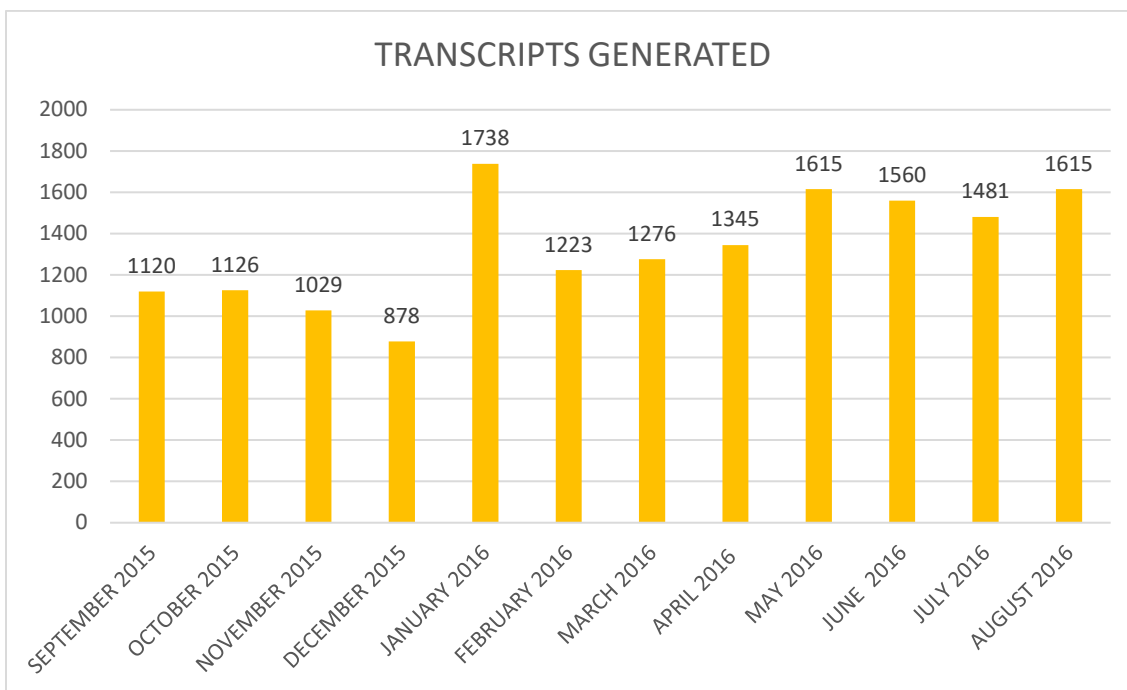
SCHEDULED APPOINTMENTS





STUDENT RECORDS PROCESSED

SEPTEMBER 2015 - AUGUST 2016



ACCOMPLISHMENTS FOR ACADEMIC YEAR 2015-2016

While our departmental name may not precisely explain all of what we do each and every day, I am confident that this report will help with the understanding of the size and scope of our operations.

SES student contacts does certainly ebb and flow, with our peak periods coinciding with the starts of fall and spring semesters. As you can see, SES averages 8,449 monthly student contacts during the busiest months of January, August and September and 3,440 during the less robust months of March and December.

Part of our goals this academic year was to collect student profile information on those served by the department. We wanted to confirm the top three (3) reasons a student would utilize the department for each of the three (3) main functions conducted by the department (student financial aid, student billing/payment, and student academic records).

As such, our collection reviews indicate that the top three functions/specific reasons why students utilize the department and these are (in no particular order):

- Registrar Related: Transcript Request, Enrollment/Attendance Confirmation, Reinstatement of Class Schedule
- Student Account Related: Make a Payment, Ask a Question About a Bill/Charge, Payment Plan Inquiry
- Financial Aid Related: Ask a Question About the Status of Financial Aid Awards, Submit Required Financial Aid Documentation, Status of Financial Aid Refund

Under the guidance of Johanna Torres, Associate Director of SES, the office has developed one-to-one meeting options for students with SES counselors that increased student access to our vital expertise. As a result, SES staff have had one-to-one meetings with over one hundred and sixty (160) new incoming students who reported an impressive 96.3% satisfaction rating. We look forward to expanding this option over the next several years.

SES was successful in completing aggressive contact campaigns which sole purpose was to assist students to register within their priority windows. SES staff met the goal and moved 66% of students with financial holds through the registration process in an expedited fashion to take advantage of their priority registration window.

To summarize: In spite of this heavily traversed space in Morrison Hall, student satisfaction has increased as indicated in survey responses from graduating seniors (and all others) that have utilized the department over the course of their academic career. I am pleased to state that 92.9%* of these seniors and 96.3%* of all students have reported satisfaction with the quality, courteousness and timeliness of department staff.

We would be remiss if we did not express our gratitude to all those that have made our journey a much smoother one. On behalf of the staff in SES, we want to thank students, parents, faculty and staff for a fantastic Academic Year 2015-16 and wish the campus a wonderful, productive year ahead.

*SES Satisfaction Survey Front Counter Spring 2016 (n=84); SES Graduate Survey 2016 (n=630)

GOALS FOR ACADEMIC YEAR 2016-2017

Our Academic Year 2016-2017 Goals are a genuine combination of continuing our past focus as well as exploring newer initiatives.

Categorization of these goals include the impact of:

- Constituent Satisfaction (primarily student)
- Communication Messaging and Channels
- Technological User Service Enhancements
- Transparency of University Protocols

Therefore, SES will demonstrate continued progress as illustrated by the planned achievement of these established goals for Academic Year 2016-2017:

Without question, maintaining student satisfaction is our number one priority. Proactive outreach campaigns and greater accessibility to the department through individualized appointments will be a substantial part of a multipoint communication strategy. *Our plan is to meet a lofty goal of a 95% student satisfaction rating for Academic Year 2016-2017 no matter the contact choice (i.e., counter, call center, email, etc.).*

Acknowledging that standard email messaging is not the preferred method for all students, we will explore greater use of texting and online chat sessions to increase both our push and pull communication strategies. *We plan to have these additionally channels active by early summer 2017 to impact the new, incoming fall 2017 class as well as the continuing student population.*

We will explore the possibility of expanding electronic transcript delivery modes to pair with our electronic transcript submission process added in 2010. *We plan to explore vendor options and select accordingly by the end of this academic year with implementation by late fall 2017.*

We will look to expand on our newly activated service counter student “check in” system that allows for a simpler student service experience. *The goal is to “check in” 90% of students utilizing the counter this academic year as well as to conceptualize and activate a call center equivalent.*

We will achieve greater transparency by posting important institutional documents, such as the Institutional and Donor Scholarship Policy and Procedure and Registration Cancellation Protocol as well as regularly update our website as policy/procedure/protocol is modified. *The goal is to post these relevant protocols by January 2017.*

And finally, we will launch a new free financial literacy web resource tool for our students, faculty and staff to enhance this critical, practical knowledge. A vendor has been selected and *the goal is to activate and promote this resource by January 2017 with the goal of enrolling two hundred and fifty (250) students in the initial program during the spring 2017 semester.*

PARTNER OFFICE WEBSITES



OFFICE OF FINANCIAL AID

<http://www.wpunj.edu/finaid>

OFFICE OF THE REGISTRAR

<http://www.wpunj.edu/registrar>

OFFICE OF STUDENT ACCOUNTS

<http://www.wpunj.edu/studentaccounts>

FINANCIAL LITERACY

<http://wpunj.edu/financial-literacy>