

1. Overview of Department

1.1 Brief Overview of Department/Area

The Office of Admissions, the Office of the Registrar, and the Office of Student Financial Services comprise the division of Enrollment Services. Enrollment Services seeks to provide a comprehensive array of quality services efficiently, effectively, and equitably to students, faculty, staff and the public at large. The Office of the Registrar endeavors to provide essential administrative support to faculty and assist them in their instructional and advisory responsibilities by providing technologically advanced record-keeping services. The Office of the Registrar is also committed to providing students with state-of-the-art registration and degree audit systems. The Office of Admissions strives to recruit qualified students to attend the University of North Alabama. These students are recruited through numerous venues to ensure that the university population is diverse without regard to age, color, disability, national origin, race, creed, sex, or religion. The departmental goal is to develop a recruitment strategy that identifies target populations

Services (SFS) manages federal, state, and University student financial aid programs and coordinates those programs with external aid programs. The department is responsible for compliance with federal regulations. In the past five years, approximately 67% of all students received some financial assistance administered by SFS. The department provides financial aid planning and consultation in conjunction with determining the cost of attending the University and how those costs will be paid. Those receiving financial aid counseling from SFS include current students, prospective students, parents, alumni, scholarship donors, faculty, staff, and the general public.

1.2 Mission Statement for the Department/Area

The mission of Enrollment Services at the University of North Alabama is to effectively recruit, enroll and retain the most qualified students by uniting the offices of Admissions, Student Financial Services

1.3 Goals

a. Office of the Registrar

retention and graduation of a diverse student population. Including a seamless transition from initial inquiry to enrollment and through to graduation. To that end, we strive to streamline the recruitment, admissions, financial aid, retention, registration and academic scheduling efforts of various divisions within the University. The Office of the Registrar endeavors to provide essential administrative support to faculty and assist them in their instructional and advisory responsibilities by providing technologically advanced record-keeping services. The Office of the Registrar is also committed to providing students with state-of-the-art registration and degree audit systems.

The following initiatives have been addressed during the last five year period:

1.5 Emerging Issues

a. *Office of Admissions*

With shrinking high school graduating classes at many regionally located high schools in Alabama, northeast Mississippi and south central Tennessee, it is becoming increasingly difficult to recruit students. Similar problems are occurring in other non-metropolitan areas in our tri-state recruiting markets thereby forcing all regional institutions to more actively recruit outside of their primary market areas.

b. *Office of the Registrar*

One of the emerging trends on the national level is to migrate to a paperless office. To that end UNA has employed an Imaging Specialist to convert records from paper to optical imaging technology. Five years ago UNA embarked on a challenging effort - - the implementation of a campus wide student information system. New business processes were designed, training was paramount and perhaps the overarching key was communication to the entire campus. Through all these efforts Enrollment Services was instrumental in the largest student information system conversion in the

renowned leader in information systems nationwide. Due to proration in the State of AL, the University of North Alabama has fallen behind the national trend in aggressive student marketing.

c. *Student Financial Services*

In 2009-10, undergraduate students received an average of \$11,461 per full-time equivalent (FTE) student in financial aid, including \$6,041 in grant aid and \$4,883 in

is the need to have a process in place for validating the authenticity of suspicious high school diplomas for students applying for admission for the 2011-12 academic year. Most of the regulations issued in the first round (with some exceptions on state authorization and FAFSA verification) are effective as of July 1, 2011, and none may be implemented earlier than that date. Many of the new requirements in the Program Integrity Regulations will create an additional administrative burden on all areas of the University.

2. Department/Area Evaluation

2.1 Evaluations

a. Office of Admissions/Office of the Registrar

- 1) Banner Student Initiative extensive testing was conducted prior to the go-live date for Banner Student software. Hands-on testing of registration was performed by using student employees. This included use of a new policy requiring Personal Identification Numbers given to each student by their assigned adviser. All applications of the Banner Student Module were tested extensively.
- 2) Extender Initiative In the summer of 2010, the Office of Admissions implemented the optical imaging/indexing technology. This technological advancement thus saving space and paper expense. With the implementation of Extender the Office of the Registrar ceased maintaining hard copy files of permanent records and began the process of optical imaging of appropriate documents.
- 3) Space Initiative - In the 3 39B2r 1 126 initiative

and Senior Scholars) and Graduate students are becoming increasingly more important to the institution.

- 7) Graduation Initiative The Office of the Registrar partnered with the Office of Career Planning and Development to sponsor a Graduation Expo each fall and spring semester. The results were that many student problems were determined and corrected prior to the graduation ceremony.
- 8) Degree Audit Initiative the Curriculum Advising Program Planning (CAPP) application within the Banner Student Module was implemented and put online for students and advisors to access for degree audit purposes. This online degree audit has been a considerable time saver for students and advisors alike as it is available 24 hours a day, seven days a week. This application is updated as new curriculum decisions are made.
- 9) Registration Initiative online registration has resulted in a considerable time

available 24 hours a day as opposed to the antiquated software system previous LabUpWvyv

electronically. This electronic process also has increased proficiency by posting billing account.

- 6) Enrollment initiative - In an effort to enhance graduate student enrollment, the Office of Admissions has revamped the UNA website to present graduate information in a more user-friendly format.
- 7) Graduation Initiative

hiring of a Digital Imaging Specialist.

3. Facilities and Resources that address the adequacy of resources and support services to support the goals and objectives of the department/area

3.1 Equipment The University has provided adequate equipment to perform the necessary functions for Enrollment Management.

3.2 Space Adequate space for the Office of Admissions was achieved with the 2010 relocation to Coby Hall. The new location is more spacious, aesthetically appealing, and accessible to campus visitors. Furthermore, this created additional space for the Office of the Registrar when Room 122 of Bibb Graves was vacated by the Office of Admissions.

3.3 Staff In the fall of 2008, the Associate Director of Admissions moved to Texas. Shortly after her departure, proration began and budgets were frozen and/or reduced. As a result, this position has not been filled. The office needs this position and hopes to be fully staffed again during the 2011-12 academic year. When this position is returned to the office, a reallocation of staff resources will allow the Univers

counselor in the Birmingham area to help with recruiting in the Birmingham, Montgomery and Mobile markets. Also, because of the increased undergraduate applicant pool over the past five years, an additional student worker and/or a

Current staffing is adequate as long as enrollment remains under 7500 students. Increased enrollment may require an additional employee in the Office of the Registrar. Once the current position of Senior Administrative Assistant for Student Financial Aid is filled, the staffing level will be adequate to support financial aid operations so that the department meets its goals and objectives.

4. Achievements

a. *Office of Admissions*

Record enrollment was achieved during the 2009-10 academic year. With no budget

recruiting, student outreach,

and office management.

professional organizations at the state and regional level. Professional development opportunities have been provided annually for all staff members. University

b.

Hiring an additional student worker/graduate assistant to assist with processing applications for the Office of Admissions

Construction of a new administration building to house the offices of Student Financial Services, Admission, Registrar, Student Accounts, and Housing. Construction of such a building would provide for modern office space sufficient

for students to conduct their business.

Development of a salary plan for financial aid professionals that recognizes their level of responsibility to the University and the skill and knowledge required to provide service to students and parents.