Texas A&M University-Corpus Christi
Administrative Unit Assessment Report: FY 2005

Unit: Enrollment Management
Administrator:
Report Date:

### University Mission
Texas A&M University-Corpus Christi is devoted to discovering, communicating, and applying knowledge in a complex and changing world. The university identifies, attracts, and graduates students of high potential, especially those from groups who have been historically under-represented in Texas higher education. Through a commitment to excellence in teaching, research, and service, Texas A&M University-Corpus Christi prepares students for lifelong learning and for responsible participation in the global community.

### Unit Mission
To coordinate the enrollment management services provided by the Office of Admissions and Records, the Office of Financial Assistance, the Transition Center, the Tutoring and Learning Center, the Office of Veteran Affairs, the Title V/Trio Programs, the Office of Academic Testing and SIS+ Technical Support, and the Communications Center; to coordinate support for the users of the student information system; the recruitment and retention software system, and enrollment management systems; and to work with other components of the University to optimize the recruitment and retention of students through graduation.

### Relevant Sections of University Goals, Principles, and Planning Imperatives
The university identifies, attracts, and graduates students of high potential, especially those from groups who have been historically under-represented in Texas higher education.

- **G1.** A student body, of more than 10,000 students, which is representative of the demographics of the State of Texas and a corresponding increase of faculty and staff to support the students.
- **G7.** Collaborations with independent school districts, social agencies, public broadcasting, businesses, community colleges, medical schools, and other entities to provide access to lifelong learning and technological resources so that Texas A&M University-Corpus Christi is considered to be a leader in establishing successful partnerships, particularly to benefit the community.
- **G10.** Access to the array of information resources and technology infrastructure necessary to support university programs, services and research.

### Unit Objectives

<table>
<thead>
<tr>
<th>Unit Objectives</th>
<th>Performance Assessment Method</th>
<th>Expected Performance Level</th>
<th>Actual Performance Level: Summary of Assessment Findings</th>
<th>Actions in Response to Assessment Findings</th>
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<tbody>
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<td>1. To increase the fall 2005 enrollment over the fall of 2004.</td>
<td>1.a. The enrollment data in SIS+ for the fall of 2004 and 2005 after the 20th Class Day.</td>
<td>1.a. To increase the official headcount enrollment from 8,227 in the fall 2004 to 8,475 in the fall 2005.</td>
<td>1.a. The official enrollment for the fall of 2005 was only 8,365. The goal was not reached because of lower than expected transfer and master's level enrollments resulting from lower scholarship funding for these two groups.</td>
<td>1.a. Will request a re-allocation of existing scholarship funds to increase the university's abilities to recruit both transfer and graduate students.</td>
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<td><strong>1.b. To increase the FTIC enrollment by 8% from 1,154 in the fall of 2004 to 1,250 in the fall of 2005.</strong></td>
<td>1.b. The actual FTIC enrollment reported to the CB is not coded in SIS+, but the unofficial count is 1,246. Thus, the actual enrollment was slightly less than projected, but consistent with the expected goal.</td>
<td>1.b. This goal was missed by a small margin. No significant action is required other than to inform the recruitment staff that they must not target students who are not admissible. Key Notes: 1) Applications for this group were up 23.68%. 2) The application-to-enrolled yield rate was only 24.3% because too many applications from inadmissible students from surrounding schools were collected through the GO Centers and other outreach efforts. The normal application-to-enrolled yield rate is 30%.</td>
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<td><strong>1.c. To increase the UG Transfer enrollment by 2% from 879 in the fall of 2004 to 896 in the fall of 2005.</strong></td>
<td>1.c. The UG Transfer enrollment reported to the CB is not coded in SIS+, but the unofficial count is 797. This count was below the desired goal and 81 below the enrollment in the fall of 2004. Key Notes: 1) Applications were up 5.37% for transfers. 2) Need-based scholarships normally awarded to transfer students were down significantly as moneys were redirected to an external matching fund that did not target transfer students.</td>
<td>1.c. An effort will be made to reallocate scholarship funds from other markets to this target market. An effort will also be made to increase the amount of direct marketing and contact with this market segment to improve enrollment yields.</td>
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<td><strong>1.d. To increase the new master’s-level enrollment by 4% (from 447 in the fall of 2004 to 464 in the fall of 2005.)</strong></td>
<td>1.d. The New Graduate Masters enrollment reported to the CB is not coded in SIS+, but the unofficial count is 366. This enrollment is 81 below the desired goal.</td>
<td>1.d. An effort will be made to reallocate scholarship funds from other markets to this target market. An effort will also be made to increase the amount of direct mail, especially electronic mail, sent to this market segment through Talisma.</td>
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<td><strong>1.e To increase the continuing and other new enrollment categories by 4% from 5,721 in the fall of 2004 to 5,864 in the fall of 2005.</strong></td>
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2. To purchase and start implementation of a new student information system and a new recruitment system.

2.a. The acquisition of the proposed software systems, and the required hardware during FY 2004-05.

2.a. The software and hardware were purchased and budgets were established to cover implementation and backfill expenses.

2.a. No action is required to achieve the expected goals. The implementation will continue through FY 2007.

3. To expand the unit’s outreach efforts by partnering with the Title V/Trio Programs, the Office of Community Outreach, other institutions of higher education, P-12 entities in the area, and the private sector.

3.a. The number of new programs developed as part of Component 3 of the 2+2+2 Title V Grant and the number of students served through these programs.

3.a.

3.b. The number of new programs designed to improve college readiness and the number of students served through these programs.
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University Vision, Mission, Goals, Principles and Planning Imperatives

Vision
Texas A&M University-Corpus Christi is committed to becoming one of the leading centers of higher education in the Gulf of Mexico region while serving the intellectual, cultural, social, environmental, and economic needs of South Texas. As a result, Texas A&M University-Corpus Christi will invigorate and strengthen the region and state through its educational programs, research initiatives,

Mission
Texas A&M University- Corpus Christi is devoted to discovering, communicating, and applying knowledge in a complex and changing world. The university identifies, attracts, and graduates students of high potential, especially those from groups who have been historically under-represented in Texas higher education. Through a commitment to excellence in teaching, research, and service, Texas A&M University-Corpus Christi prepares students for lifelong learning and for responsible participation in the global

University Goals
By 2010, Texas A&M University-Corpus Christi will establish:
G1. A student body, or more than 10,000 students, which is representative of the demographics of the State of Texas and a corresponding increase of faculty and staff to support the students.
G2. A faculty dedicated to the continuous improvement of teaching, learning, scholarly research, and creative activity.
G3. A statewide reputation for an exemplary undergraduate education, anchored by an integrated core curriculum and learning
G4. Recognized master's degree programs that enable students to be leaders in their fields and/or to continue their education at the
G5. Strong doctoral programs which include degrees in a discipline related to the Harte Research Institute for Gulf of Mexico Studies, education, computer science and clinical psychology, bringing the institution to the doctoral intensive institution
G6. An enhanced research mission and growing international reputation for research focusing on the Gulf of Mexico, early childhood, geographic information systems, and reading education.
G7. Collaborations with independent school districts, social agencies, public broadcasting, businesses, community colleges, medical schools, and other entities to provide access to lifelong learning and technological resources so that Texas A&M University-Corpus Christi is considered to be a leader in establishing successful partnerships, particularly to benefit the community.
G8. An intellectual and cultural climate that inspires South Texans through the South Texas Institute for the Arts, Performing Arts
G9. Programs for students, faculty, and staff to develop leadership, collegiality, and university involvement.
G10. Access to the array of information resources and technology infrastructure necessary to support university programs, services

Institutional Principles:
Texas A&M University-Corpus Christi is committed to the realization of its vision, the accomplishment of its mission, and the
P1. Recruiting, retaining, and supporting a diverse, highly qualified student body, faculty and staff.
P2. Establishing a culture of professionalism and responsibility.
P3. Fostering free and open intellectual inquiry, accomplishment and expression.
P4. Ensuring respectful, fair, and equitable treatment of all individuals.
P5. Fostering an open, shared and participatory decision making process.
P6. Promoting efficient and effective use of time, resources and technology.
P7. Providing an active campus life that extends teaching and learning beyond the classroom.
P8. Providing a safe and secure campus environment for students, faculty and staff.
P9. Involving the university community, alumni, civic and government leaders, and other friends of the university in the Texas A&M University-Corpus Christi vision and mission.

"Momentum 2015" Strategic Plan Imperatives:

Excellence
M1. Build and Sustain Academic Excellence and Competitive Programs
M2. Enhance a Culture of Discovery and Innovation
M3. Instill Global Perspectives into the Academic Life of the University
M4. Establish Targeted Areas of State, Regional and National Recognition and Distinction
M5. Achieve Doctoral Comprehensive Status and Aspire to Emerging Research Designation

Engagement
M6. Recruit, Retain and Graduate a Diverse and Highly Qualified Student Body
M7. Recruit, Mentor and Retain a Diverse, Highly Qualified Faculty and Staff
M8. Design and Cultivate Initiatives to Increase Lifelong Alumni Involvement
M9. Live, Learn and Work Together to Promote a Vibrant Coastal Bend Community

Expansion
M10. Extend the Reach of the Island University
M11. Preserve and Foster an Inviting Island Environment
M12. Establish a Culture of Assessment, Investment, and Stewardship
Texas Higher Education Coordinating Board
Accountability System Key Measures

**PARTICIPATION**

Head Count Enrollment
- All
- White
- African-American
- Hispanic
- Asian
- Other

Full Time Equivalent Enrollment
- All
- White
- African-American
- Hispanic
- Asian
- Other

**SUCCESS**

Graduation Rate: 4-year
Graduation Rate: 5-year
Graduation Rate: 6-year
6-Year Persistence/Graduation
- All
- White
- African-American
- Hispanic
- Asian
- Other

Degrees Awarded by Ethnicity
- All
- White
- African-American
- Hispanic
- Asian
- Other

Degrees Awarded by Level
- Bachelor
- Master
- Doctoral

**EXCELLENCE**

LD SCH by Tenured/Tenure-track Faculty
FTE Student / FTE Faculty Ratio
Percent of Bachelors Graduates Employed or Graduate School
Lower Division Average Class Size
Percent of FTE Faculty Tenured

**RESEARCH**

Federal Research $ per tenure/tenure-track FTE faculty
Sponsored Research expenditures as a percent of GR

**EFFICIENCY**

Administrative Cost Ratio
Classroom Utilization (Hours per Week)
Lab Utilization (Hours per Week)
State Appropriation per FTE Student
State Appropriation per FTE Faculty
All-funds Expenditures per FTE Student