

Cornell College
Departmental / Program Assessment Plan

Mission Statement, Learning Outcomes, and Learning Opportunities

Department / Program:	Enrollment – Admission and Financial Assistance
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Mission Statement and/or Program Goals:

The mission for the Offices of Admission and Financial Assistance are twofold. The first, to identify, attract, select and enroll a well rounded and diverse community of students who will benefit from our distinctive learning environment; and the second, to achieve enrollment and revenue goals which will allow the institution to remain a healthy and vibrant community. Cornell's ability to effectively enhance these two missions will be critical as we achieve our desired growth during the next five years and future growth beyond.

Intended Student Outcomes (3-5 recommended):

As a result of their experiences in our program, students will...

- As a result of their experiences prospective students will:
- Recognize and distinguish the distinctive educational opportunities afforded students at Cornell
 - Learn of their ability to contribute to the well rounded and diverse community through their academic and co-curricular interests, engagement in the community, leadership and service, and cultural backgrounds
 - Value the challenging and supportive educational environment of Cornell and their ability to excel academically as a student and scholar

Learning Outcomes and Opportunities:

How do the specified outcomes support the College's Educational Objectives; and where are students provided opportunities that will help them achieve these outcomes.

A prospective student's ability to identify, recognize, distinguish, differentiate, and value Cornell's academic environment and community is the basis for admissions. The Admission and Financial Aid Offices strategic plan provides an outline of learning connections offered to prospective students, i.e. initial contact where students are introduced to Cornell, campus visits to experience the community and environment, or a student and family investing their futures to enroll based on their comparisons and value of the educational opportunities and outcomes at Cornell. Identifying and enrolling students who understand this value will lead to a strong community of students who are better prepared and able to contribute to the academic, cultural, and co-curricular opportunities of the college and in turn support the College's Educational Objectives.

Curriculum Map:

Use the following grid – or one of your own making – to identify where educational opportunities [e.g., courses, programs, activities, etc.] introduce (I), reinforce (R), and/or emphasize (E) the skills/abilities necessary to achieve your intended outcomes. Include all intended outcomes and educational opportunities.

Ed. Opps: introduce (I), compare (C), differentiate (D), enroll (E),

Prospective Students will	Initial Contact via Web, Personal, Visit, Alumni, College Guides, etc.	Web Site, Publications and Electronic Communications	Personal Contact, Phone Calls, HS Visits, and Interviews	Campus Visits, Receptions, and Yield Events	Fin. Aid., Professors, Coaches, Alumni and Current Student Interactions
Distinctive Educational Opportunities	I,C,D	I,C,D	C,D,E	C,D,E	C,D,E
Well Rounded Student Body	I	I,C,D	C,D	C,D,E	C,D,E
Diverse Student Body	I	I,C,D	C,D	C,D,E	C,D,E
Community Contribution	I	I,C,D	C,D,E	C,D,E	C,D,E
Value the Challenging and Supportive Environment	I	I,C,D	C,D,E	C,D,E	C,D,E
Value the Opportunity to Excel	I	C,D	C,D,E	C,D,E	C,D,E

Assessment Priorities:

Given our intended outcomes, the top 2-3 assessment priorities for our department/program are:

The Enrollment division plans to assess the:

1. Strategic Plan for its effectiveness in attracting a well rounded and diverse student body; providing students, parents, counselors, and others with the information necessary to make an informed decision concerning the student's fit to the Cornell community.
2. Campus visit program (individual visits, overnights, visit days, yield events, and off-campus interviews) for their effectiveness in engaging prospective students and providing students with information to not only distinguish Cornell but to influence their decisions.
3. Strategic Plan for opportunities and challenges to achieve enrollment and revenue growth during the next five years and beyond.