

**Cornell College**  
**Departmental / Program Assessment Plan**  
Assessment Project Outline

Department / Program:	Enrollment – Admission and Financial Assistance
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Outcome(s) Being Assessed:

- Recognize and distinguish the distinctive educational opportunities afforded students at Cornell
- Learn of a student’s 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 and or personal backgrounds
- Student’s ability to value the challenging and supportive educational environment of Cornell and their ability to excel academically as a student and scholar

Assessment Question(s):

*Given the outcome(s) being assessed, what do we want to find out? What information will be useful to us?*

1. “One extraordinary Opportunity after another...” do the publications, communications, web site, personal interactions and campus visits distinguish Cornell and provide students with the ability to differentiate the institution?
2. What elements of the well rounded and diverse community can we expand upon to all for enrollment growth?
3. What growth opportunities exist through our success in attracting a national and international population?
4. What growth opportunities are there in attracting additional students in target markets – students of color, scholars, high talent students, lowans, etc.?
5. How can we enhance our ability to attract a more balanced socio-economic community?

Intended Uses of the Assessment:

*How will the results of the assessment be used? How can we ensure the information will be useful to us?*

The ability for Cornell College to grow during the next 5 years and sustain that growth into the future will be critical for the institutions health. Therefore our ability to assess the strategic plan, the opportunities and challenges ahead of us should provide us with useful information to enhancements enrollment. The assessment will also hopefully provide us with insight into the challenges we are facing in discount rate and revenue provide us with possible solutions to implement in coming years. Our assessment should also provide us with more detailed information concerning the conversion and yield of students as well as results related to the retention and success of our students.

Gathering and Analyzing Evidence:

*What is the best way to get the information we need? What evidence already exists? From whom do we need to collect information? Use the grid below – or one of your own making – to outline your plan for collecting and analyzing evidence.*

Method to Collect Evidence	Method to Analyze Evidence	Assessment Question Addressed	Timeline
Conversion and Yield Measures - Admissions	Statistical analysis of most variables related to well roundedness and diversity	What elements of the Strategic Plan have been successful? What student populations are we most successful in attracting?	Yearly evaluations typically completed in summers
Discount Rate and Revenue Analysis – Admissions and Financial Aid	Careful review of financial aid and scholarship policies as well as a review of historic policies to find a balance of awards and revenue	How can we attract a more balance socioeconomic community	Evaluation of data from the last 3 years of financial aid
Communications and Strategic Plan Audit and Review - Admissions	A range of evaluation which could include focus groups, statistical evaluation, etc. to determine opportunities or challenges in our strategic planning	What growth opportunities are available	The next 2-3 years

*Method to Collect Evidence: brief description of what will be collected, how, by whom.*

*Method to Analyze Evidence: brief description of how evidence will be analyzed, by whom.*

*Assessment Question Addressed: specify which outcome / question is being addressed.*

*Timeline: when will data be collected and analyzed.*

### Interpreting Evidence:

*What strategy will we use to make meaning of the results? How will we ensure we use the information? Our plan for interpreting the results and using them to inform our practice is:*

In general the Enrollment Division has plenty of data from admission demographics and financial aid to gather interesting and meaningful results. We may need to complete some survey data (ASQ or other source) to gather perception information concerning message, OCAAT, extraordinary opportunities, learning experiences, outcomes, etc.

We are confident that this assessment will provide us with detailed information to enhance our recruitment and retention strategies as we continue to grow as an institution.

### Involvement:

*Who will be involved in this assessment project? What role will each of us play?*

Much of the assessment project will be handled within the Offices of Admission and Financial Assistance. While we may need some support in reviewing data or creating perception surveys through Institutional Research we hope we can develop interesting snapshots of data to help direct our decision making process during the next 5-10 years. These snapshots will be critical in understanding the underlying reasons for our success and where we have opportunities to improve our recruitment of a well rounded and diverse student community.