

Q1. 2021 Unit Assessment Plan

Complete the GCU Unit Assessment Plan with three goals aligned with GCU's Mission and Strategic Compass. See the template within the University Assessment Plan on the GCU Assessment webpage. You can repeat your previous assessment plan if it is still valid.

Unit Assessment Plans are due February 28.

Q2. Name of Administrative Unit

Undergraduate Admission

Q3. Name of the person completing this report. (Last, First)

Alicea, Priscilla

Q4. Email address of person completing this report.

palicea@georgian.edu

Q5. To which Cabinet Member does this unit report?

- President
- Provost
- Executive Director for Mission Integration
- Vice President Finance and Administration
- Vice President Institutional Advancement
- Exec. Director of Marketing and Communication
- Vice President for Enrollment & Retention
- Other, (please specify

Q6. This plan is based on the following year type selection:

- Calendar Year (January-December)

- Academic Year (September-August)
- Fiscal Year (July-June)
- Other

Q7. State Goal 1 for your administrative unit.

Increase student yields for all stages in the inquiry to enroll process. With increasing yields, new student enrollment will increase. The Department will create an annual call plan and priorities based on student type and time of year.

Q8. State the Outcomes for Goal 1.

- 1.1 Undergraduate Student Accept to Deposit yield will be 40%. Year 1: Increase yield by 2 points Year 2: Increase yield by 2 points Year 3: Increase yield by 2 points Outcome 1.3: Graduate Student Deposit to Enrolled yield will be 82% Year 1: Increase yield by 1 point Year 2: Increase yield by 1 point Year 3: Increase yield by 1 point
- 1.2 Undergraduate Student Deposit to Enrolled yield will be 85% Year 1: Increase yield by 1 point Year 2: Increase yield by 1 point Year 3: Increase yield by 1 point
- 1.3
- 1.4
- 1.5
- 1.6

Q9. State Goal 2 for your administrative unit.

Increase market share of prospective students to attend GCU.

Q10. State the Outcomes for Goal 2.

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2.1

Increase recruitment for all prospective students in the inquiry pool via in person and on campus.

2.2

The Department will create an annual recruitment plan and priorities based on student type and time of year.

2.3

The Department will analyze data by location (county, state and regional) to realign travel and outreach priorities.

2.4

2.5

2.6

Q11. State Goal 3 for your administrative unit.

Q12. State the Outcomes for Goal 3.

3.1

3.2

3.3

3.4

3.5

3.6

Q13. Give the Mission alignment for unit assessment goals. Check all that apply.

Georgian Court University, founded by the Sisters of Mercy of New Jersey in 1908 and sponsored by the Sisters of Mercy of the Americas since January 2007, provides a comprehensive liberal arts education in the Roman Catholic tradition.

Goal 1

Goal 2

Goal 3

The university has a special concern for women and is a dynamic community committed to the core values of justice, respect, integrity, service, and compassion, locally and globally.

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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Georgian Court provides its students with a curriculum broad enough to be truly liberal, yet specialized enough to support further study and future careers.

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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Georgian Court provides students with an environment for the entire university community to grow through shared educational, cultural, social, and spiritual experiences.

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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Georgian Court provides students with the will to translate concern for social justice into action.

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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No direct alignment with Mission.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Q14. Give the alignment with the GCU Strategic Compass Point (s) for your unit assessment goals. Check all that apply.

	Goal 1	Goal 2	Goal 3
Compass Point 1: Mission Fulfillment through Academic Excellence.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compass Point 2: Mission Fulfillment through an Exceptional Student Experience.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Compass Point 3: Mission Fulfillment through Revenue Generation and Diversification.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compass Point 4: Mission Fulfillment through Operational Efficiency and Utilization.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No direct alignment with the Strategic Compass.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q15. Please select the directive(s) aligned with your goal(s) for Compass Point 1: Mission Fulfillment Through Academic Excellence. (check all that apply)

This question was not displayed to the respondent.

Q16. Please select the directive(s) aligned with your goal(s) for Compass Point 2: Mission Fulfillment Through Exceptional Student Experience. (check all that apply)

	Goal 1	Goal 2	Goal 3
2.1 Improve the overall retention of resident students by providing a healthy and engaging residential experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.2 Develop an IT infrastructure that includes a "one campus" communications and services structure that is on par with current higher education industry standards.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.3 Enhance the physical space available for student engagement throughout campus.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4 Develop collaborative campus environment that supports students through engagement with all campus stakeholders.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.5 Integrate marketing and recruitment strategies that highlight instructional strengths to attract the student who will succeed at Georgian Court University	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2.6 Provide unique student leadership experiences that focus on the philosophy of servant and ethical leadership.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.7 Identify current or develop new GCU Traditions to support and highlight a dynamic unified campus culture (convocation, homecoming, bonfire, etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.8 Provide for an exceptional, safe, and well-rounded student-athlete experience through maintenance of competitive level facilities, leadership programming, academic support & resources consistent with program growth.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q17. Please select the directive(s) aligned with your goal(s) for Compass Point 3: Mission Fulfillment Through Revenue Generation and Diversification. (check all that apply)

This question was not displayed to the respondent.

Q18. Please select the directive(s) aligned with your goal(s) for Compass Point 4: Mission Fulfillment Through the Operational Efficiency and Resource Utilization. (check all that apply)

This question was not displayed to the respondent.

Q19. With which MSCHE (Middle States Commission on Higher Education) Standard are your unit assessment goals aligned. Try to limit your response to the primary area of alignment.

	Goal 1	Goal 2	Goal 3
Standard I. Mission and Goals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard II. Ethics and Integrity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard III. Design and Delivery of the Student Learning Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard IV. Support of the Student Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard V. Educational Effectiveness Assessment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard VI. Planning, Resources, and Institutional Improvement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard VII. Governance, Leadership, and Administration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am not sure which Standard to choose	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Applies to all Standard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q20. What metrics will be used to measure results of Goal 1?

Yield comparison from Slate, number of admits for Lakewood/Off sites.

Q21. What metrics will be used to measure results of Goal 2?

Inquiry pool comparison from Slate.

Q22. What metrics will be used to measure results of Goal 3?

Q23. What will be the benchmark for successfully meeting Goal 1?

Increase yield by 1-2%.

Q24. What will be the benchmark for successfully meeting Goal 2?

Increase the number of prospective students by 3-4%

Q25. What will be the benchmark for successfully meeting Goal 3?

Q26. Name the person(s) responsible for Goal 1.

Undergraduate Admission Staff

**Q27.
Name the person(s) responsible for Goal 2.**

Undergraduate Admission Staff

**Q28.
Name the person(s) responsible for Goal 3.**

**Q29.
In which year will Goal 1 be assessed?**

Note: Data is collected annually, but analysis is done on a three-year cycle, one goal per year.

- Year 1
- Year 2
- Year 3

**Q30.
In which year will Goal 2 be assessed?**

Note: Data is collected annually, but analysis is done on a three-year cycle, one goal per year.

- Year 1

- Year 2
- Year 3

Q31.

In which year will Goal 3 be assessed?

Note: Data is collected annually, but analysis is done on a three-year cycle, one goal per year.

- Year 1
- Year 2
- Year 3

Q32. Are there any additional comments you would like to add to this report?

Location Data

Location: [\(41.873992919922, -71.384399414062\)](#)

Source: GeoIP Estimation

