Eastern Campus  
Admissions Program Review  

Executive Summary  

Committee Members: Charles Connolly, Louise Johnston, Richard Mizdal, Thomas Rocco (student).  

College Wide Recommendations:  

As the Committee discussed marketing, the members commented on the College’s lack of advertising on the East End. Not one member has heard a radio commercial or seen a print ad in any local East End newspaper. One Committee member brought in a local paper with ads for other Long Island colleges, but said he has never seen ads for Suffolk. Therefore, the Committee recommends that the College begin to allocate additional resources to the East End media, so that the Eastern Campus can have its fair share of community exposure.  

The Committee brainstormed to identify ways to better utilize our Schedule of Classes, a publication that goes to all Suffolk County households, and is an ideal vehicle for increasing the exposure of our academic programs. After reviewing the publication, the Committee agreed on two recommendations:  

1) Spotlight one academic program in each Schedule of Classes, thereby giving that program high exposure at a relatively low cost; and  

2) Include a list of the academic programs in the Schedule of Classes, so the public can have a quick reference guide to see which programs we offer.  

The results of a survey conducted by Central Administration reveal that students and guidance counselors consider our publications to be useful, informative, and attractive. The Committee agrees that the publications are a successful recruitment tool, but has recognized a need to increase their supply: Recruiters attend numerous events to help attract students to the college, but often lack materials to hand out to prospective students.  

The Committee recommends using an attractive poster created by the Western Campus as a model for Eastern Campus recruitment. The poster, which highlights the Allied Health programs, has tear-off reply cards attached which prospective students can mail to the College to request additional information about their program of interest. This concept allows the College to provide pertinent information to prospective students while obtaining their names for our database so they can also receive future correspondence.  

The Committee recommends that the College adopt a written statement (policy?) addressing the ethical obligations of all staff. The faculty, administration and support staff interacts with students on many different levels, and sometimes need to be reminded of the ethical rules that guide us in our various roles.
The Committee discussed the topic of multiculturalism. Although the College has an established Office of Multicultural Affairs and provides programs to enrich the experience of the student body, more effort needs to be exerted within Admissions. Brochures and other recruiting materials describing multicultural programs, clubs and organizations, and services should be integrated into outreach efforts. In addition to displaying information about academic programs, the Office of Admissions should display information about cultural educational offerings such as speakers, trips, diversity socials, etc., both in the office and along the outside hall. Collaborative efforts could also be established with the Office of Multicultural Affairs to address the diverse needs of our foreign student population.
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Campus Recommendations:

The first recommendation that the Committee would like to make is to add additional academic programs. There continues to be pressure placed on the Office of Enrollment Management to increase the size of the student body. Although the Committee agrees this can be accomplished in part through more effective recruitment and retention efforts, new academic programs need to be added to attract additional students. The campus first needs to research the local economy to determine which career areas anticipate growth in the future, then must implement academic programs that are congruent with these areas. We must remember that the mission of a community college is to service the needs of the community, and be proactive in determining how the surrounding community can benefit.

As the Committee explored enrollment management issues, space became a concern. The student body is quickly outgrowing the physical space of the campus. There continues to be a need for additional classroom, but what is becoming more prevalent is the need for “student space.” Students who attend the Eastern Campus have a limited number of areas in which to congregate and/or recreate. The need for additional space is beginning to blur the lines of delineation between instruction, administrative, faculty and student space. Because of the increase in demand, it is very difficult to schedule meetings or sometimes to even have lunch in the faculty dining room. The campus has essentially two rooms available to meet all the programming and meeting demands. The enrollment is projected to continue to increase and this matter is one that needs to be effectively addressed in the near future.

Please refer to the Admission Program Review section for additional recommendations.
Admissions Program Review

MISSION

The Admissions Mission Statement mirrors the vision set forth in the College’s Mission Statement. The Admissions Office views itself as a clearing house providing all individuals with the opportunity to receive higher education. However, after reviewing the statement, the committee members agreed that the statement could be both more specific and more inclusive. The committee would like to recommend that the Mission Statement be amended to include the following: "To provide access without regard to race, creed, gender, age, marital status, sexual orientation, national origin, or disability, and to encourage those students who might not otherwise be able to pursue a college education."

PROGRAM

The admissions program, as defined by the Council for the Advancement of Standards in Higher Education (CAS), should provide students with a vehicle by which they may achieve their educational goals. Suffolk County Community College has taken this philosophy very seriously. The College strives to stay on the cutting edge when making it accessible to prospective students. Beyond having a comprehensive catalog which outlines all policies, procedures and academic programs, Central Administration has put a great deal of energy into developing an interactive website. Students can apply, register and pay for classes on-line. In addition, Admissions has a seasoned professional staff, familiar with the wide breadth of the curricula offered on all three campuses. Counselors are prepared to map out each student's academic career, both at Suffolk and beyond, if a student decides to transfer to a four-year institution. This comprehensive approach provides prospective students with full access to the information needed to make a knowledgeable decision about their educational future, and the opportunities available to them.

Surveys:

The committee carefully reviewed all the surveys pertaining to the Program Review. After leafing through the surveys completed by high school guidance counselors (Appendix B) the committee discovered that the results reflect an overwhelmingly positive response to the questions addressing Admissions representatives: 97.4% of those responding indicated that they felt the representatives provided adequate information to their schools, and 97.5% indicated that they found the SCCC Admissions representatives to be well-informed and helpful.

The survey completed by SCCC day students (Appendix A) also demonstrates a positive response to Admissions representatives: 91.8% stated that their meeting
with an Admissions representative was helpful. In describing their overall level of satisfaction, 55.1% indicated they were satisfied, and 31.5% indicated they were very satisfied.

Literature:

Recruitment literature continues to present a problem. While the committee was satisfied with the quality of the materials, the quantity made available for distribution is clearly insufficient. Staff members are frequently invited to attend a recruiting event but are only supplied with a minimal amount of literature and handouts. As a community college we continually struggle to improve our reputation and standing among prospective students and their parents. This problem is compounded when we lack the ability to offer materials. The committee recommends that the college invest more resources to increase the quantity of recruitment literature, thereby allowing recruiters to be more effective when trying to attract students.

LEADERSHIP

The individuals holding leadership positions at the Eastern Campus have been carefully selected. Cautious management of the available resources is a top priority to this Administration. With a relatively sparse fiscal budget, the leadership needs to adopt a creative management style. Resources should be viewed as encompassing not only the fiscal budget, but also the physical structures and human resources present at the Eastern Campus.

The campus Administration is comprised of a highly qualified group of professionals with an immense amount of expertise in their given areas. The members of the Administration were hired based upon a number of factors, including their formal education, relevant work experience, personal attributes, and professional credentials.

As the campus evolves with each semester, the Administration is continuously presented with a unified vision of both growing enrollment and enhanced academic quality for our students. As the critical mass grows on campus, the Administration has recognized the opportunity to tap additional funding sources, improve the current academic programs, and add new academic programs. Yet, even as the campus grows in age and size, the staff maintains its commitment to quality control.

ORGANIZATION AND MANAGEMENT

Each year the Admissions Office is required to submit an Annual Report which recaps the previous year's activities and outlines goals and objectives for the upcoming year. This Report is frequently reviewed and revisited by supervisors
and staff to help guide the year's activities. Much like the Annual Report, an updated Procedures Manual, once established, would prove to be an invaluable organizational tool. As new policies are created, they could be codified and added to the existing manual. This was an agenda item at the last Directors of Admissions meeting. The Executive Director of Enrollment Management proposed the creation of a written procedure manual for accepting students which would incorporate policy updates as they are implemented.

HUMAN RESOURCES

Suffolk County Community College continues to maintain a highly qualified, educated and experienced professional staff. The Admissions staff (2 professionals) at the Eastern Campus has over 40 years of experience between them. They are well versed in the field of higher education, and possess a working knowledge of college policy.

The professional staff is supported by a competent, caring and enthusiastic clerical staff. They go beyond the call of duty to reach out to students, assisting them on many levels. The office also has college aides and student workers that have proven to be vital to the organization. They assist with data entry, reception tasks, and campus tours. Together there exists a working harmony, creating an environment which propagates higher learning.

FINANCIAL RESOURCES

Funding for Admissions programs, including staffing, recruiting, publicity, promotional materials, open houses, and other outreach efforts are currently not adequately funded to accomplish the goals and mission of the college. Admission staff members do not have an adequate supply of handouts, college applications, catalogs, and other printed materials to work with. Admission materials that are made available are often printed economically and therefore lack the quality and style needed to attract students. When preparing program budget, priorities and goals within Admissions need to be matched with financial resources on a yearly basis.

LEGAL RESPONSIBILITIES

Although admission staff members are aware of their ethical limits and standards related to their roles, staff members would benefit from written guidelines and reference materials on the policies, laws, and regulations relevant to its services. In addition, written guidelines and reference materials addressing personal
liability and insurance coverage should be disseminated and made explained through college-wide in-service training.

DIVERSITY

The college community has an established Office of Multicultural Affairs that organizes programs to enrich the experience of the student body; however, more effort needs to be exerted within admissions. Brochures and other recruiting materials describing multicultural programs, clubs and organizations, and services should be included in all outreach efforts. In addition to displaying information about academic programs, the Office of Admissions should display information about cultural educational offerings such as speakers, trips, diversity socials, etc., within the office and throughout the outside hall. Collaborative efforts could also be established with the Office of Multicultural Affairs to address the diverse needs of our foreign student population.

In addition, photographs used in recruitment and other promotional materials should be updated to include pictures from all three campuses and to reflect the diversity of our students.

ETHICS

A statement of ethical standards with specific reference to Admission office practices should be developed and discussed during college-wide in-service training.

An admission criterion for all programs needs to be reviewed and updated on a regular basis. The admission criteria for restricted programs should be adhered to regardless of recruitment objectives. Admission criteria are not always consistent from one semester to another or among all three campuses. At times admission criteria has been lowered to increase the number of students in those programs with low enrollment.

FACILITIES, TECHNOLOGY AND EQUIPMENT

As the Eastern Campus continues to grow, space becomes more of an issue. Currently Admissions shares a suite with Financial Aid, comprising the Office of Enrollment Services. Although the committee agrees with the Enrollment Services model, the demands are outgrowing the physical space of the office. The Eastern Campus Administration needs to be mindful of the space that will be required to continue serving our students effectively. The committee advises that
in the future the Office of Enrollment Service will either need to be moved to a larger office or split into two offices, each with its own suite.

After reviewing the technology issues the committee feels that the College needs to adhere to the computer replacement schedule. This will assure that our system stays up to date and enable us to perform all the functions that are required. An issue that continues to haunt the Admissions process is the inability of CARS and the mainframe to operate in "real time." Students are entered into the CARS system, but their demographic information is not reflected in the mainframe until the following day. This is especially problematic during registration and is a roadblock to streamlining the registration process.

With this being said the committee feels it must speak to the fact that the technology support staff and administration have responded to our technological demands. They listen to the needs of the operation and respond with results in a timely fashion.

EQUAL OPPORTUNITY, ACCESS AND AFFIRMATIVE ACTION

This is an area where we must continue to make strides. Affirmative Action policies must be continuously revisited to accomplish full balance in students and staffing interactions. Students' rights and responsibilities in the admissions process must be clearly delineated in admissions publications.

CAMPUS AND COMMUNITY RELATIONS

Establishing more specific community agency interactions with the admissions program is recommended. The Admissions staff acts as liaisons in selected civic organizations. The professional staff should reach out to more organizations by offering to serve on their advisory boards, and take advantage of the network it can create.

ASSESSMENT AND EVALUATION

With the addition of staff and space, the Admissions office will be able to further extend its effectiveness and thus fully meet its goals and objectives. Qualitative and quantitative self evaluations should be implemented to measure the success of the outreach initiatives. The committee recommends the continuation of the college-wide practice of program review. Institutional Research should continue to implement entering-student surveys, student opinion surveys, and Enrollment Management telephone surveys.