

2006-2007 Performance Indicators
 Madisonville Community College
 November 2006
 Unit: Admissions

Purpose: To provide a comprehensive information “package” that will enable potential students to make thorough, rational decisions concerning their future educational endeavors.

Performance Indicator	Assessment Method	Assessment Results	Use of Results
80% of graduates and students will indicate that they are satisfied with admission services	Student Exit Survey	05-06: 95.8% (n=514) 04-05: 94% (n = 327) 03-04: 89%	
Maintain or increase percentage of prospects/inquiries enrolling	Internal database of potential students Enrollment data	05-06: 27.0% (Fall 2006) 04-05: 25.3% (Fall 2005) 03-04: 15.7% (Fall 2004)	Maintain regular contact with and maintenance of Prospects database
Maintain or increase the number of first-time freshmen	Enrollment data	05-06: 04-05: 928 03-04: 1047	
Students satisfaction levels will meet or exceed the national norm concerning the knowledge of Admissions Staff (Question # 41)	Noel Levitz SSI Bold – above national average	Fall 05 MCC: 5.43 Nat'l: 5.28 Fall 03 MCC: 5.44 Nat'l: 5.24	Reflect on success of staff training.
Students will indicate their satisfaction with Admissions Counselors response to prospective students' unique needs and requests by meeting or exceeding the national norm for that item (Question # 49)	Noel Levitz SSI	Fall 05 MCC: 5.46 Nat'l: 5.06 Fall 03 MCC: 5.40 Nat'l: 5.01	Reflect on success of customer service strategies
Student satisfaction levels will meet or exceed the national norm on the accurate portrayal of the campus by Admission Counselors in their recruiting practices. (Question # 33)	Noel Levitz SSI	Fall 05 MCC: 5.40 Nat'l: 5.02 Fall 03 MCC: 5.35 Nat'l: 4.97	Discuss staff training successes in regard to this indicator
Maintain or increase the number of applicants who enroll in classes	Potential Student Database Enrollment records	Fall 2006: 71% Fall 2005: 76.5%	As applicant numbers increase, we must improve and increase registration communication with applicants and employees. Increase follow-up with non-enrolled applicants.

Contact: Aimee Bullock

Performance Indicator	Assessment Method	Assessment Results	Use of Results
Maintain or increase the percentage of telecounseling contacts who enroll in classes	Potential Student Database	Fall 2006: 29.8% Fall 2005: 30.5% Fall 2004: 28.6% Fall 2003: 26.9%	Increase follow-up with contacts requesting information or indicating strong interest in MCC.