

Goal #	Goal	Objective #	Objective	Activities
2	Increase student enrollment and retention rates	1	Design and implement effective retention and enrollment management strategies	Convert the current Clerk's position to a permanent status, which will allow a more effective and efficient restructuring of the Admission office services and personnel, to adequately address enrollment growth and institutional substantive changes.
5	Enhance customer service and student support services	1	Implement customer service feedback instruments at all levels for all constituencies	Develop and administer three customer service opinion surveys.
2	Increase student enrollment and retention rates	1	Design and implement effective retention and enrollment management strategies	Hire a full-time Admissions Counselor to expand and make more efficient the Admissions Office processing and data entry to keep pace with the 33% increased enrollment rate over the past two years.
2	Increase student enrollment and retention rates	1	Design and implement effective retention and enrollment management strategies	Restructure Office position for improved Office efficiency and effectiveness
2	Increase student enrollment and retention rates	8	To improve the Admissions process through creating, maintaining and transferring Admissions's files.	Purchase scanner and related software to scan Admissions's documents into Banner files. This scanner will have high use by various units on campus, including the Registrar's Office, the Financial Aid Office, and the Human Resources Office.