George Mason University Faculty Senate Admissions Sub-Committee AY 18-19 Report

Faculty Senate Admissions Sub-Committee membership:

- Ana M. Stoehr, College of Health and Human Services
- Teresa L. Michals, College of Humanities and Social Sciences
- Karen J. Reedy, College of Visual and Performing Arts
- Ashley K. Yuckenberg, School of Business
- Andrew Bunting, Director of Admissions Operations
- Cameron Harris, School of Business
- Megan Erb, College of Science

Admissions Sub-Committee Charge:

Follow the admissions process in order that the faculty might better understand it; make recommendations regarding admissions standards to the Dean of Admissions; report admissions recommendations and statistics to the Faculty Senate on an annual basis.

Undergraduate Admissions:

Andrew Bunting, Director of Admissions Operations was able to update the committee on enrollment numbers for Fall 2019. He said the numbers are running a little behind in overall applications, but admit and intent to enroll numbers are still growing. Lower application numbers can be attributed to rising costs of higher education (especially out-of-state students), and the high school graduation rates are declining in the Northeast region. These would all help account for that difference in applications.

Mason has hired five regional recruiters across the United States in North Carolina (covering Southeastern US), Florida, New Jersey/New York, California, and Texas, all areas where high school graduation numbers are increasing.

Overall though Mason is up in the number of admits, and we have not decreased our standards. Overall students are of a higher caliber, and more students are receiving scholarships. Mason has moved to give awards as soon as possible after admission to students to help with their decision process.

Sunday April 14 was Spring Preview, which is the biggest recruiting event admissions holds for admitted students. Acceptance rate typically surges after the event which is later this year.

Transfer application numbers are also down, most likely because of the ADVANCE. ADVANCE students are considered non-degree, and so they are not counted in the current numbers presented.

Admissions has not decreased the transfer admission standards, and the admit numbers should increase by mid to late April, and through the summer because of late applications.

Admissions will go through an annual updates period beginning in July the Common App will go down for a week to refresh with updates. It relaunches August 1. The TargetX will be updated in mid-July. Applicants never know the system is down as the interface remains the same but apps are held.
Spring 2019 undergraduate enrollment:

<table>
<thead>
<tr>
<th></th>
<th>Applied</th>
<th>Admitted as of 4/12</th>
<th>Intent Submitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshmen Out-of-state</td>
<td>8,892</td>
<td>6,510</td>
<td>478</td>
</tr>
<tr>
<td>Freshmen Virginia</td>
<td>12,870</td>
<td>9,078</td>
<td>1,619</td>
</tr>
<tr>
<td>Transfer Out-of-state</td>
<td>694</td>
<td>322</td>
<td>133</td>
</tr>
<tr>
<td>Transfer Virginia</td>
<td>4,305</td>
<td>1,589</td>
<td>780</td>
</tr>
</tbody>
</table>

Graduate Admissions:

Admissions has updated their submission platform to Salesforce TargetX. There were some difficulties with the software, but the new implementation has gone far more smoothly from an operational standpoint. One important change is the process has been decreased to 3-5 days once completed application is received.

Programs over all down for applications, particularly for School of Business but that is a national trend. We are currently up in current admits and Intent to Enroll students.

Graduate Admissions did conduct a date consolidation, and went from over 300 deadlines to 24. Programs can now select a deadline of either the 1st or 15th of the month. The new software now shows applicants who are waiting to hit submit right before the deadline. In TargetX applicants have to fill out all their information, pay the fee, and upload all necessary documents before submitting, unlike in the previous platform, Radius. These new submit rules have slowed down the application process but in the end it speeds up how quickly students can get admitted, but the process is affecting the application numbers.

Central Admissions and enrollment management are trying to make the application process as easy as possible. They are learning from the process and can make changes quickly. They were able to make changes after they hosted several town halls to get feedback from stakeholders. Admissions is also visiting each of the academic units to see what the challenges are and how the process/system can be supported.

Along with this new system several units have decided to boost numbers by conducting more events, called application completion events. Admissions and units invite students to come get information, they receive a fee waiver, and central admissions and academic advising attend to help students complete applications. So far Business, Volgneau, CEHD conducted these events.

The new system is helping to shorten the days to decision. This process is helpful in attracting students, improving the student application experience, as it is more streamlined and easier to use for the student.

Spring 2019 graduate enrollment:

<table>
<thead>
<tr>
<th></th>
<th>Applied to date</th>
<th>Admitted to date</th>
<th>Intent Submitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate Out-of-State</td>
<td>10,034</td>
<td>7,152</td>
<td>1,324</td>
</tr>
<tr>
<td>Graduate Virginia</td>
<td>17,063</td>
<td>11,392</td>
<td>2,162</td>
</tr>
</tbody>
</table>

*as of 4/12/19
Admissions Initiatives:

Admissions is progressing with the ADVANCE program. Soon there will be over 100 programs, and students will submit a declaration (that looks like a non-degree application). Students can be part-time here and then move to full-time.

Admissions is working to improve the transfer credit evaluation. Previously students couldn’t see how their credits were attributed until after they committed to Mason, now they can access Patriot Web once they are accepted and see how their credits will be placed. They receive an official credit evaluation. This process is inline now with national standards, and it is all automated so the process is fast for the students and for the office too. This evaluation typically takes two days after admittance.

Mason is still accepting Freshmen and Transfer applications through the summer for Fall 2019. Admissions is working with late applicants to best advise them as to whether they should wait so they aren’t spending time taking classes they don’t need if it will be hard to get into courses or housing.