

Assessment Plan Table
Hobe Sound Bible College
Public Relations and Student Recruitment
Mr. Paul Stetler and Mr. Josh Modlin

| Objectives | Assessment Criteria & Procedures | Assessment Results 2021 - 2022 | Use of Results Planned for 2022 - 2023 | <i>Resources needed to accomplish goals</i> |
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| 1. Increase new student enrollment according to the enrollment growth plan by 40% (from 19 to 30) in on - campus admissions | We will refer to the enrollment document provided by the Admissions Office | Results for new student enrollment were up from the previous year. This will be evidenced by the Admissions Office data | Increase new student enrollment according to enrollment growth plan by 21% (from to 19-25) This will be evidenced by the Admissions Office data | Recruitment resources |
| 2. Identify resources to help students fund their education | Students will rate Question 27 Student Satisfaction Inventory (SSI) (<i>"The institution helps me identify resources to finance my education)</i> 5.5 or higher | We have prepared a financial aid work up sheet to put on the website for prospective students showing all costs and financial aid potential and actual. The office of Student Recruitment and Retention has disseminated e-mails to the student body making them aware of local job opportunities. We have also created a new financial aid video to help explain the resources available. | Identify resources to help students fund their education through job placement, proper financial planning structures, financial education prior to/post enrollment and a better understanding of what financial aid is available. The goal is that students will rate Question 27 Student Satisfaction Inventory (SSI) (<i>"The institution helps me identify resources to finance my education)</i> 6.26 or higher | A mandate to the financial aid office to put together a comprehensive package and work to become the penultimate source for questions relating to financial aid. Training for financial aid officers \$500 to have a professionally designed financial aid package with booklets and videos that each promising prospect may receive. |

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| <p>3. Retain freshmen classes from one year to the next against a CIE benchmark of 60%</p> | <p>We will refer to the enrollment document provided by the Admissions Office to show retention growth</p> | <p>The Admissions Office reported an increase in retention from 2020/21 to 2021/22.</p> | <p>Add retention documentation to each student file and schedule to meet with each student once per semester to ensure satisfaction. The <i>Admissions Office</i> will report an increase in retention in the <i>Fall Semester</i> of the 2022/23 school year</p> | <p>A mandate to the admissions office to retain a file on each student for retention purposes. Two training sessions per year on retention.</p> |
| <p>4. Increase Fall Enrollment in the ADE program</p> | <p>We will refer to the enrollment document provided by the ADE Admissions Office</p> | <p>Results not scored by the on campus admissions department</p> | <p>Increase new student enrollment according to enrollment growth plan by 21% (from 41 to 50) This will be evidenced by the <i>Admissions Office</i> data</p> | <p>Bring on a part time student recruiter to address needs and to work with the Chairperson of the ADE department to increase new students starts.</p> |