Expected Outcome 1: Maintaining and strengthening relationships with scholarship donors

As transitions occur in the 2014-2015 academic year in ceremonies to present college scholarships and awards to students, a scholarship and awards donor luncheon is planned. The expected outcome is that this ceremony will strengthen our relationship with donors of scholarships and awards.

Assessment Method 1: Survey regarding donor awards luncheon

Assessment Method Description
Three to five weeks after the donor awards luncheon, the college’s scholarship advisor will contact the donors who attended the luncheon and requested follow-up. This contact will be made via a phone call to survey and interview the donor regarding their experience. Survey and verbal responses will be entered using Qualtrics software.

Findings
These findings are anticipated to indicate strengths and weaknesses of the newly organized ceremony and allow changes to improve the experience for the coming year.

How did you use findings for improvement?
Findings of the survey and interviews will be used to alter and improve the scholarship and awards donor luncheon for the coming year.

Additional Comments

Expected Outcome 2: Recruitment and Admissions
Recruitment efforts will be focused in an attempt to provide an applicant pool of at least two applicants per position in the Alabama and Kentucky applicant pools and at least 12 applicants per position in the at-large pools. Interaction during and after the admissions selection process will be focused to facilitate a rate of acceptance of initial at-large offers of greater than or equal to 33%.

Assessment Method 1: Application rates per position for Alabama, Kentucky, and At-large applicant pools
Assessment Method Description
The application rate per position for each pool of students will be calculated after the Veterinary Medical College Application Services (VMCAS) application closes on October 1 of each year.

Findings
For 2012 and 2013, the application rate exceeded 2.29 applications per position for Alabama and Kentucky pools. For 2012 and 2013, the application rate exceeded 22.5 applications per position for the At-large pool.

How did you use findings for improvement?
Current recruiting trips to multiple 4-year colleges in Kentucky and Alabama will be maintained. A booth at the American Association of Veterinary Medical Colleges (AAVMC) Career Fair in Washington DC will be maintained. The college’s open house will be more widely publicized to encourage interested prospective students to visit the college on a day when students, faculty, and staff are available to demonstrate the strengths of the college and answer questions. No drastic changes will be made in recruiting based on this outcome assessment.

Additional Comments
Assessment Method 2: Acceptance rates of at-large applicants receiving initial offers

Assessment Method Description
Realizing that many factors influence the potential for an at-large applicant to accept an initial offer from Auburn University College of Veterinary Medicine, appropriate efforts will be made to maintain the rate of initial acceptance of offers at greater than 33%. A determinant in the acceptance of initial offers to students in the at-large pool is considered to be the campus visit and interview experience and the interactions with office staff regarding questions or concerns. After the acceptance deadline of April 15, the rate of acceptance of initial offers to at-large students will be calculated.

Findings
The rate of acceptance of initial offers to at-large students for the Class of 2017 in the Spring of 2013 was 34.7% (26/75).

How did you use findings for improvement?
Based on the acceptance rate of initial offers to at-large applicants in 2013 and the discussion with those applicants, some minor changes were made to increase the perceived personal touch in the admissions and acceptance process. For the initial offers made in the spring of 2014, personal phone calls were made by the Dean of the College, the Associate Dean for Academic Affairs, and the Coordinator of Admissions to inform students of their initial acceptance. These personal phone calls were followed by an email and a
Additional Comments

Assessment Method 3: Survey of students after first-year orientation

Assessment Method Description
Immediately after orientation of students during their first week on campus in the professional program, a survey is provided to directly assess the work of the Office of Academic Affairs in recruiting, selecting, and admitting a class of students in the professional curriculum. Results are obtained using CoursEval software. The submission rate of surveys is very high as time is provided during orientation for students to complete the requested electronic feedback.

Findings
Survey feedback was very positive with all questions resulting in an average assessment mean of greater than or equal to 3.4 with 3 being “agree” and 4 being “strongly agree”.

How did you use the findings for improvement?
While quantitative results indicate a very high positive assessment, qualitative prose comments indicate an increased potential for integrity in handling submitted paperwork which is requested after acceptance of offers. Increased care will be used in the coming year to minimize the mishandling of submitted items after acceptance but prior to enrollment.

Additional Comments