Division of Enrollment Management and Services
Annual Report
June 3, 2011

The Division of Enrollment Management and Services (EMAS) is dedicated to the recruitment, retention, and graduation of NC State students; assuring access and affordability for qualified students regardless of their family's socioeconomic status. In 2011, accomplishing these tasks involved the review of nearly 25,000 freshman and transfer admissions applications; disbursement of over $295 million of financial aid; scheduling of over 25,000 course sections; enrollment of over 34,000 students; posting of over 300,000 grades; and, conferral of nearly 8,000 degrees.

The division's efficiency and effectiveness is clearly seen in the results of the previous year. North Carolinians sent more applications to NC State University than any other UNC system school. Undergraduate applications continue to increase and selectivity is at an all-time high. Average high school GPA, SAT scores, and the percentage of the incoming class that graduated in the top ten percent of their high school class are all rising.

The division has put significant effort into major information technology implementations. These efforts have allowed the university to realize significant savings through the decommissioning of older technologies and have provided an infrastructure that promotes enhanced service and efficiency. Integration of Scholarships and Financial Aid into the campus' ERP system (SIS) was a major accomplishment resulting from an effective partnership between EMAS and the Office of Information Technology. This new system will enhance student services and create efficiencies for departments awarding scholarships. Deployment of a new undergraduate degree audit system was an equally important accomplishment resulting from the same partnership. This system allows advisers and students to monitor progress toward degree in real-time; provides tracking of minors; and, allows "what-if" degree audits to aid in the internal transfer process. Other business processes have been re-engineered to eliminate paperwork, processing time, and duplication of effort. The division implemented new "call center" software within Registration and Records and Scholarships and Financial Aid, and is currently in the process of implementing the same system within Undergraduate Admissions. This software is dramatically improving the experience of customers calling into the division and will offer new opportunities for sharing resources in the future.

The division continues many partnerships designed to promote diversity and student success, and enhance NC State's brand recognition across the United States and globally. The division has worked closely with the Office of International Affairs on several projects and now shares a position that will help increase the number of international undergraduate students and facilitate growth of the newly formed Intensive English Program. We have partnered with the Park Scholars Program and other institutions to make high school counselors more aware of NC State's unique strengths and exceptional value. Working with Communication Services, we have

developed new print and video materials to increase yields of out-of-state, international, under-represented, and high-achieving students. We have worked with the Institute for Emerging Issues to develop "Emerging Issues for Future Leaders" (EFIL), a leadership program for rising seniors that will debut this month. We have worked across campus to create a highly successful program for admitted students called "Experience NC State" and to expand the Summer START program we successfully launched last year. EMAS and University Planning and Analysis partnered with SAS Institute to develop a decision tree analysis program intended to better identify predictors of student success at NC State. EMAS and the Graduate School collaborated to centralize the residency reclassification process and to increase our commitment to military veterans through expanded participation in the Yellow Ribbon Program. The division has deployed its limited resources to further strategic initiatives, especially in the areas of targeted recruitment, improved communication, and data driven business processing.