

# The Office of Admission and Financial Planning

Mission

2006

## Mission Statement

The Offices of Admission and Financial Planning strive to provide an exceptional experience to prospective and current students and their families as they navigate the college selection and enrollment process. The Offices work in concert with the entire community to convey to our constituents a comprehensive view of life at Drake that encourages their matriculation by efficient processing and personalized counseling on admission and financial planning opportunities that make the university an affordable and desirable higher education option.

## Goals and Objectives

**Goal I: Promote Drake University accurately, effectively, and appropriately.**

- Objective 1: Maintain professional and knowledgeable admission and financial planning staff.
- Objective 2: Constantly assess the marketplace.
- Objective 3: Improve relationships and communication with all constituents in order to engage the entire community in the promotion of the university.
- Objective 4: Fully utilize all communication resources.

**Goal II: Increase new student enrollment to optimum levels.**

- Objective 1: Increase first year enrollment to 850 over the next five years.
- Objective 2: Increase full-time transfer student enrollment to 175 over the next five years.
- Objective 3: Optimize new graduate student enrollment in relation to specific graduate degrees offered.
- Objective 4: Increase the number of new undergraduate international students by 10% over the next five years.
- Objective 5: Increase the number of students from ethnically and racially diverse backgrounds.
- Objective 6: Provide comprehensive information and guidance while promoting the affordability of Drake University. [\[I am not clear how this is an objective for Goal II. Is it a strategy for objectives 1 and 2?\]](#)

**Goal III:                    Ensure a strong academic profile for the entering class.**

Objective 1: Review, recalculate and maintain admission standards and policies.

Objective 2: Strategically utilize resources to identify and recruit academically admissible students.

Objective 3: Promote specialized niche programs to academically strong students.

Objective 4: Utilize merit aid to attract and enroll quality students.

**Goal IV:                    Direct and manage resources effectively and efficiently.**

Objective 1: Continuously assess practices for quality and efficiency.

Objective 2: Implement strategies to enhance programs to reach desired goals.

Objective 3: Utilize financial aid to maximize net revenue.

Objective 4: Ensure the accessibility of student financial aid resources by providing administrative oversight and maintaining regulatory compliance.

Objective 5: Execute the University's legal responsibilities as they relate to regulations and policies in the disbursement and control of financial aid funds.