INTRODUCTION

The Office of Admissions is the “front door” to prospective students and their families. We are the “first impression” of the University. It is our responsibility to set the tone for incoming students.

The purpose of the Standard Operating Procedures Manual is to improve communication and production in the office in a consistent and efficient manner. Each employee plays a vital role in the attainment of overall University goals and overall goals of the office.

MISSION STATEMENT:

Established in 1837, Cheyney University of Pennsylvania cherishes its legacy as America’s oldest historically Black institution of higher education. Our mission is to prepare confident, competent, reflective, visionary leaders and responsible citizens. We uphold our tradition of academic excellence as we maintain our historical commitment to opportunity and access for students of diverse backgrounds. Cheyney University provides a nurturing, intellectually challenging and socially enriching environment.

VISION STATEMENT:

Cheyney University of Pennsylvania will be recognized as a premier HBCU for the 21st century, whose graduates are respected members of their communities throughout the Commonwealth of Pennsylvania, nation and the world. Cheyney University graduates will be a diverse group of local, national and international students, who will apply the knowledge and skills gained from our rigorous and challenging academic programs to the advancement of the nation and global community.

We will continue to be a valuable resource contributing to the intellectual, social, economic and cultural development of the Greater Philadelphia region, the Delaware Valley, and beyond.
**MISSION STATEMENT FOR OFFICE OF ADMISSIONS:**

In keeping with the tradition of academic excellence at Cheyney University, the major goals of the Office of Admissions is to properly market the University’s academic programs, student life experiences, rich traditions and historical legacy. The Office of Admission’s mission and purpose is to recruit, evaluate applications and credentials, admit and enroll qualified students based on the University’s policies and procedures. Through this office’s outreach activities, prospective students are encouraged to pursue their educational endeavors at Cheyney University of Pennsylvania.

**GOALS:**

1. To increase the amount of talented students admitted to Cheyney University in support of the University’s strategic goal of managing enrollment growth.

2. To increase the visibility of Cheyney University on a local, regional, and national level.

3. To include the University’s alumni in the implementation of the recruitment plan to reach a wider base of prospective students.

**OFFICE HOURS & CONTACT INFORMATION:**

The Office of Admissions will be opened from 8:30AM to 5:00PM, Monday through Friday. Additional hours may be available by appointment only.

Dr. Suzanne Phillips, Vice President for Student Affairs & Student Life
Michael Taylor, Executive Director for Enrollment Management
Vicki Redmond, Alumni Recruitment Liaison

Office Number: (610) 399-2275 or (800) CHEYNEY
Fax Number: (610) 399-2099
Email: admissions@cheyney.edu
Website: www.cheyney.edu
ADMISSIONS FUNNEL:

Suspects

Prospects

Inquiries

Applicants

Admits

Commits

Matriculants

Persists (Staying past Freshman year)

Graduate

Alumni
Admissions Alumni Recruitment Network

Alumni can share their CU pride as an Alumni Volunteer. The Undergraduate Admissions Office is developing an Alumni Recruitment Network (ARN) that assists with recruitment activities throughout the country and abroad. Nationally, colleges and universities have recognized that Alumni Volunteers are an important part of recruitment strategies.

Alumni volunteers could be involved in:

- Assisting Cheyney University with recruitment activities;
- Identifying quality students from high schools in their area who are interested in CU;
- Attending local high school and college fairs as a representative of CU; and
- Assisting with student receptions and open houses.

Annual training sessions will take place during Homecoming Week and May Week.

I. Alumni Recruitment Process

A. The alumni recruiter will be contacted by the designated alumni liaison or by the director to assist with recruitment initiatives in the alumni recruiters area (i.e., college fairs, high school visits, church programs, and other community outreach programs)

B. The alumni recruitment package will be mailed out two weeks prior to the event. This package will include recruitment materials such as brochures, fact sheets, disposable banner, and giveaway items.

II. High School Visit Checklist

- Directions to the high school.
- Contact information.
- Visit confirmation letter and/or flier.
- Recruitment materials.
  - Inquiry cards
  - Fact sheet
  - Brochures
  - Business cards for Admissions
Applications and pens
☐ Giveaways

Other Supplies That May Be Helpful
☐ Rubber bands
☐ Masking Tape
☐ Mini Stapler
☐ 3x5 Index Cards
☐ Highlighter
☐ Notebook paper
☐ Paper Clips

Beginner Note:

Allow extra time to find the school, park the car, and locate the office. It will always take you longer when you are visiting a new school than you think.

If you are delayed, do not panic. Call the school and inform them that you are arriving late.

III. Interacting with Prospective Students

Here are suggestions for handling this important role:

A. Say only what you know to be true and accurate. Study your recruitment materials (i.e., brochures and fact sheets).
B. Promise only what you can deliver.
C. Be scrupulously honest and genuinely caring.
D. Listen carefully and show that you are listening – take notes, give affirmative responses (nodding your head, expressing agreement), and show interest and attentiveness (through posture and eye contact).
E. Point out where the features of the campus equate to, complement, or diverge from the profile and interests of the prospect.
F. Employ humor where possible to put the prospect at ease.
G. Project confidence in yourself and pride in the University.
H. Describe your Cheyney University experience.