Mission/Vision Statement
The mission of the admissions staff is to seek to enroll students whose academic and social characteristics fit the tradition of the successful Wilkes University student. Our charge is to build a strong foundation of knowledge about the University, and use that knowledge to build honest, informative relationships with prospective students and their families.

Our goal is to welcome students of different cultures, viewpoints, ideas and beliefs, while promoting a sense of community and family at Wilkes.

Students/Customers
We serve students in the college decision-making process and members of their support system, including families and guidance counselors. The process of student recruitment requires us to effectively interact with all segments of the Wilkes community to build internal relationships that foster the development of relationships with our external constituents.

Program Objectives (PO)
- Increase enrollment of incoming students.
- Reduce freshman tuition discount rate.
- Decrease freshman acceptance rate.
- Increase enrollment of freshmen from beyond Northeastern Pennsylvania.

Key Assessment Activities
- Fall freshmen enrollment as of the first day of classes
- Fall transfer enrollment as of the first day of classes
- Freshman tuition discount rate
- Freshman acceptance rate
- Percentage of enrolled freshmen from outside Northeastern Pennsylvania
- Total number of applications

University Strategic Plan Goals (SPG)
1. Achieving excellence & growth in academic programs.
2. Developing a world-class support environment.
3. Valuing our people.

Strategic Alignment

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<thead>
<tr>
<th>Program Objective</th>
<th>Alignment w/SPG</th>
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<td>Increase enrollment of incoming students.</td>
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<tr>
<td>Reduce freshman tuition discount rate.</td>
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<tr>
<td>Decrease freshman acceptance rate.</td>
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<td>Increase enrollment of freshmen from beyond Northeastern Pennsylvania.</td>
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