

Description: I use SLATE queries provide detailed information about a specific population.

Impact: Ursuline College admission switched over to SLATE CRM with the UCAP department slowly transitioning to SLATE over the past year. SLATE allows me to build reports to examine potential new student populations. As we learn more information about specific student populations, we can adjust recruitment strategies and prepare program directors about incoming classes. As the UCAP department has decreased in size, I have become the lead generator for SLATE data reporting.

Intent: In Spring 2018, Ursuline College received approval for an Online Social Work program that would run its first cohort in Fall 2018. The Online Social Work program was housed in UCAP which assumed recruitment and admission responsibilities for the program. I built a SLATE query for Social Work that allows the program director to check the current number of interested candidates, determine appropriate course cycling by reviewing incoming transfer coursework of candidates, and determine whether it is necessary to run additional cohorts. Since creating the Social Work query, I have created additional program specific queries which not only assists the faculty in those programs with learning more about their incoming cohorts, but it also allows me to report decreasing or increasing inquires and applicants for specific programs to our director who compares the information with other institutional reports.