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Services Available to Admissions Office from Data Processing

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SERVICES AVAILABLE TO ADMISSIONS OFFICE FROM DATA PROCESSING

Honors Project

by

Shirley Grant

Fall, 1973

ADVANTAGES

1) High speed printing of address labels is the major advantage. Lists of prospects reach from 2500 to 4000 which if addressed by hand lowers the number of times a mail-out can be sent. More time can be spent giving personal attention to prosepctive students when office workers are relieved from the constant typing of address tabs.

2) Reduction of human error. Names will not be misspelled or duplicated in a mail-out done with computer labels.

3) At the end of each year, statistics can be compiled and studied to show areas of weakness and strength in the present method of contacting prospective students. New approaches could be concretely evaluated as to their success or failure.

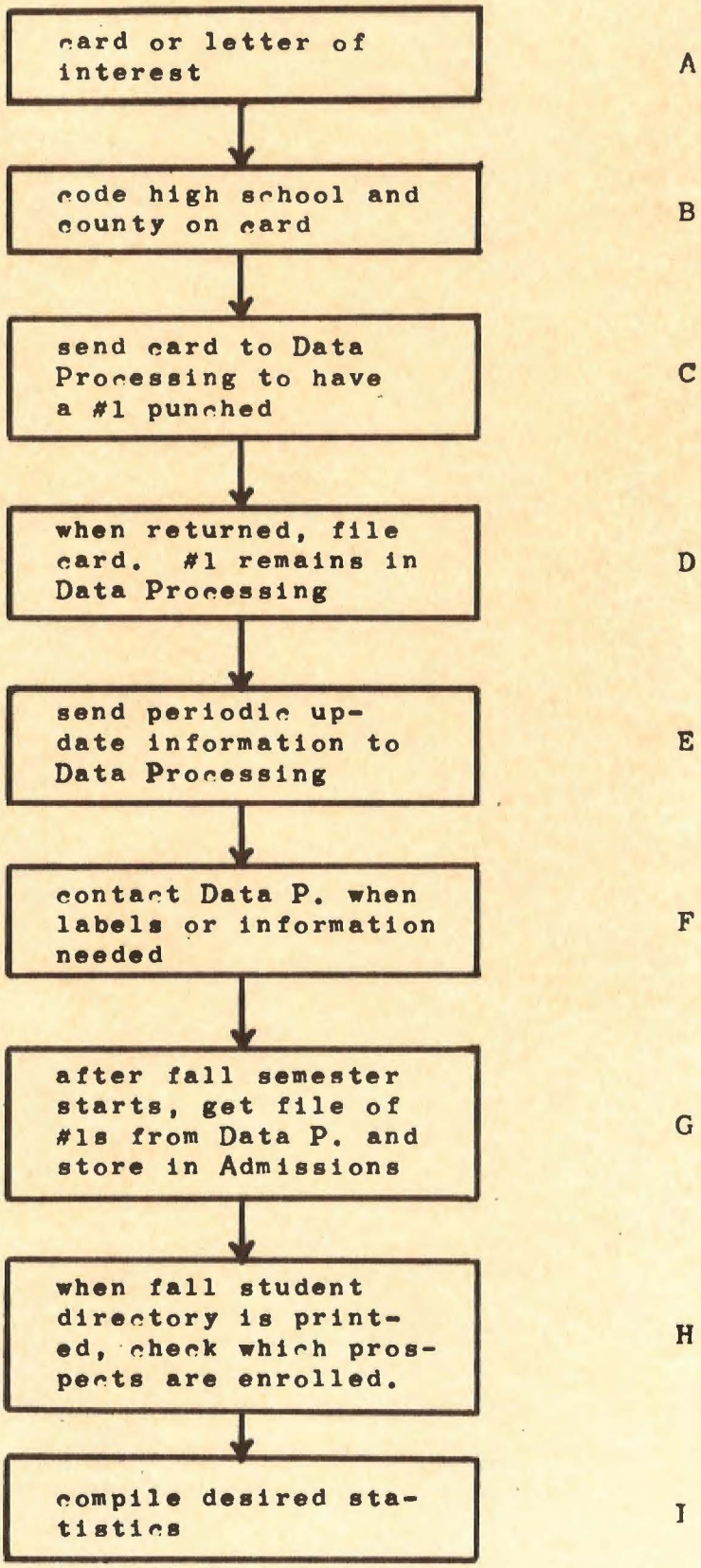
4) Prospective student IBM cards can be sorted quickly according to high school or county giving the field representative information which can make his area visits more personal.

ADMISSIONS

OFFICE

SECTION

ADMISSIONS


card or letter of interest
A
code high school and county on card
B
send card to Data Processing to have a #1 punched
C
when returned, file card. #1 remains in Data Processing
D
send periodic update information to Data Processing
E
contact Data P. when labels or information needed
F
after fall semester starts, get file of #1s from Data P. and store in Admissions
G
when fall student directory is printed, check which prospects are enrolled.
H
compile desired statistics
I

EXPLANATION OF FLOW CHART

Block A and B

Below is a copy of the card which will be made on each prospective student. The student's high school and county are the only items to be coded. Use the same numeric high school and county code used by Data Processing. The high school and county codes should be written in the location shown by the ### and ## respectively. The high school code should always be written as a three-place number. (124, 032, 006, etc.) Use zeros before numbers less than 100. Counties should be written in the same manner as two-place numbers.

Suggested revision for prospect card. The upper left-hand space should be printed as follows:

1 AC_____
2 ENT_____
3-5 HS_____
71-72 CT_____

This would match the present #1 card format.

DO NOT WRITE IN THIS SPACE
1 AC_____
2 ENT_____
3-5 HS ###
6-7 CT ##
8-9 MAJ_____

OUACHITA BAPTIST UNIVERSITY DATE _____

NAME _____ PHONE _____

MAILING ADDRESS _____ COUNTY _____

CITY _____ STATE _____ ZIP _____

PARENT'S OR GUARDIAN'S NAME _____

SCHOOL NOW ATTENDING _____ YEAR IN SCHOOL _____

PROBABLE COLLEGE MAJOR _____

OTHER FIELDS OF INTEREST _____

FINANCIAL INFORMATION _____

BLOCK C

Send only cards of students who are seniors in high school. Those who are younger should be grouped according to the year they would enter college and set aside.

Send cards to Data Processing in groups and not a few at a time.

Begin punching a new year's file during the summer. For example, begin punching the fall 1975 prospects during the summer of 1974. Always be careful to keep each year separated from another.

BLOCK D

The IBM card which is punched (here referred to as the #1 card) stays on file in the Data Processing Office and the original is returned to be used by the Admissions Office. ALWAYS KEEP THE CARDS WHICH HAVE HAD #1s PUNCHED SEPARATE FROM THOSE WHICH HAVEN'T.

BLOCK E

Whenever a correction in name, address, county or high school is discovered, send the information to Data Processing so the #1 can be up-dated. If a card is found to have a duplicate, send a notice of this also so they can check their file for a possible duplicate.

BLOCK F

When planning mail-outs, take into consideration that the following are Data Processing's busiest weeks: the first 5 weeks of the fall and spring semesters; the last 2 weeks of the fall and spring semesters; the first 2 weeks of each summer session; the last week of each summer session.

Always give Data Processing at least 2 weeks notice before running address labels.

Labels can be made for all prospects who have had #1 cards punched. Any that haven't been punched should be kept separate so address tabs can be typed for that particular mail-out.

Financial cost: computer time is $50 per hour
address labels are approx. $29 per 1000

Possible mail-out occasions: Choir Day (several for Tiger Day each)
reminders to get application and dorm deposit in
general OBU publicity

CAMILLA ALBRIGHT
RT 6 BOX 652
HOT SPRINGS AR 71901

MARGARET ALCOTT
32 EUREKA ST
EUREKA SPRINGS AR 72632

Address labels

SAMMYE ALDRIDGE
907 WEST COLLEGE
JONESBORO AR 72401

AVAILABLE INFORMATION AS FILE IS BEING BUILT

#1 cards can, at any time, be sorted numerically on columns 3-5 to group them by high schools or on columns 71-72 to group them by counties. Grouped in these ways counting, list-making and other types of information are quickly made available. This is not possible when working with cards by hand that are filed alphabetically.

Later in the year, (spring and summer), the cards can be sorted on column 1 to separate those who have been accepted from those that haven't applied yet.

BLOCK G

This can be done as soon as all cards of students who were accepted have been punched. Check with Data Processing about the second week of school

Store cards in a dry place. Make sure they are properly labeled. Avoid bending cards and keep them pushed tightly together to prevent warping.

BLOCK H

Run a sort on column 1. Put all those that have a "-" in column 1 (indicating they were accepted) in alpha order. (These two things are done in Data Processing.) Check this file of accepted students to the Student Directory when it comes out and set aside all who actually enrolled. (This must be done by hand.) Send these to Data Processing to have a "-" punched in the "entered" column, (column 2).

BLOCK I

The following statistics are available through various sorting and counting combinations:

1) Comparing the number of Arkansas students to the number of out-of-state students contacted.

2) The number of students contacted from each high school and county in the state.

3) How many students were accepted and enrolled from each high school, county, and from out-of state.

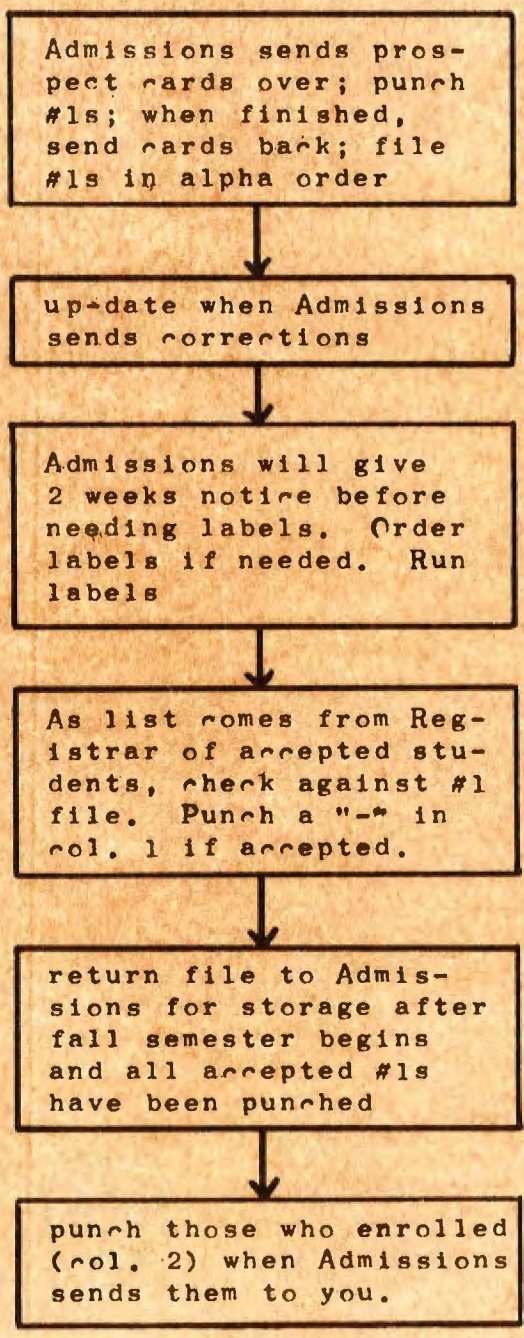
4) Numerical comparison of total prospects contacted, how many were accepted (applied), how many enrolled.

5) One possible use of old files is to send a letter to all those who did not enroll in OBU. This perhaps could be effective since 60% of all students on a national level transfer sometime during their college career. Cards should be sorted on column 2 and labels made for those that didn't have a "-" in the column.

DATA PROCESSING

SECTION

DATA PROCESSING

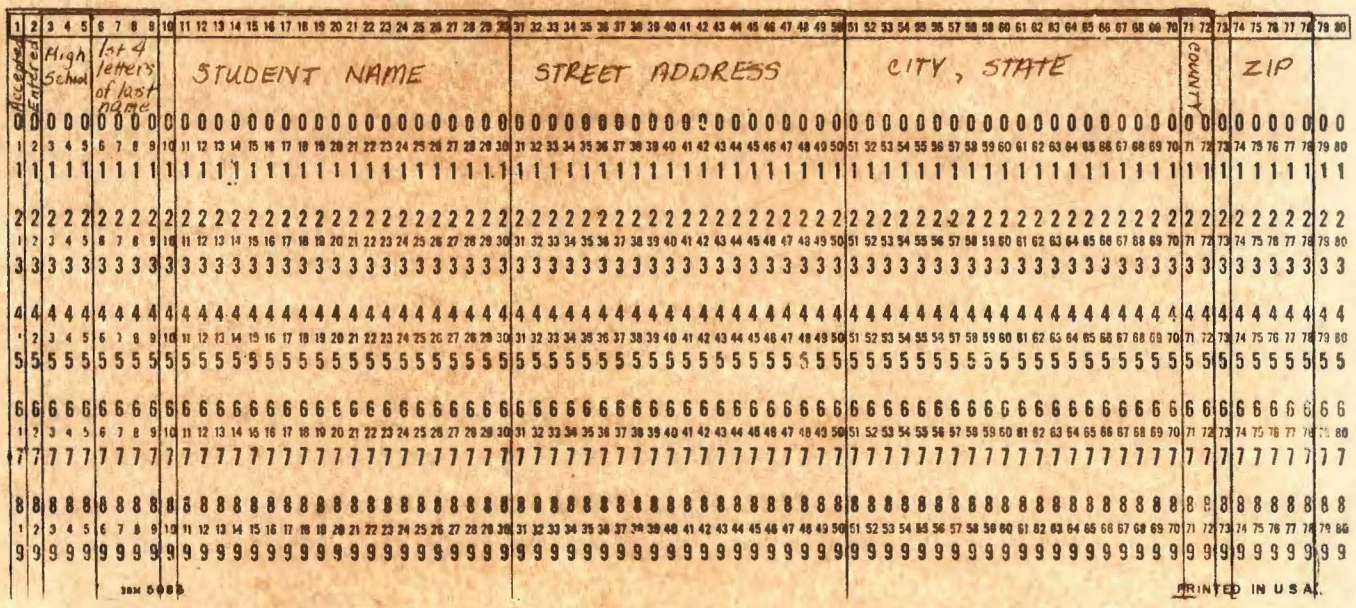


EXPLANATION OF FLOW CHART

BLOCK A

Format for #1:

Column	Information
1*	Accepted
2*	Entered
3-5	High School code
6-9*	First letters of last name
10	Blank
11-30*	Name
31-50*	Street address
51-70	City, State
71-72	County code
73	Blank
74-78	ZIP code
79-80	Blank



*Notes

Columns 1 and 2 will be punched with a hyphen ("-") to indicate acceptance and enrollment.

Columns 6-9 are for the alpha sort.

Columns 11-30 (name): The name should be punched with the <u>first</u> name first.

Columns 31-50: Do not use the symbols % (in care of) or # (box or apt. number) because it is interpreted incorrectly by the computer.

→ printed when % is punched

CHRISTIE ALLEN
(1) SOUTHSIDE HS
FT SMITH AR 72901

→ when # is punched

LAURIE AMRINE
(=)22 COBBLE HILL RD
LITTLE ROCK AR 72205

PROGRAM DRUM CARD

SKIP columns 1 and 2

NUMERIC columns 3-5

ALPHA columns 6-9

SKIP column 10

ALPHA columns 11-30

ALPHA columns 31-50

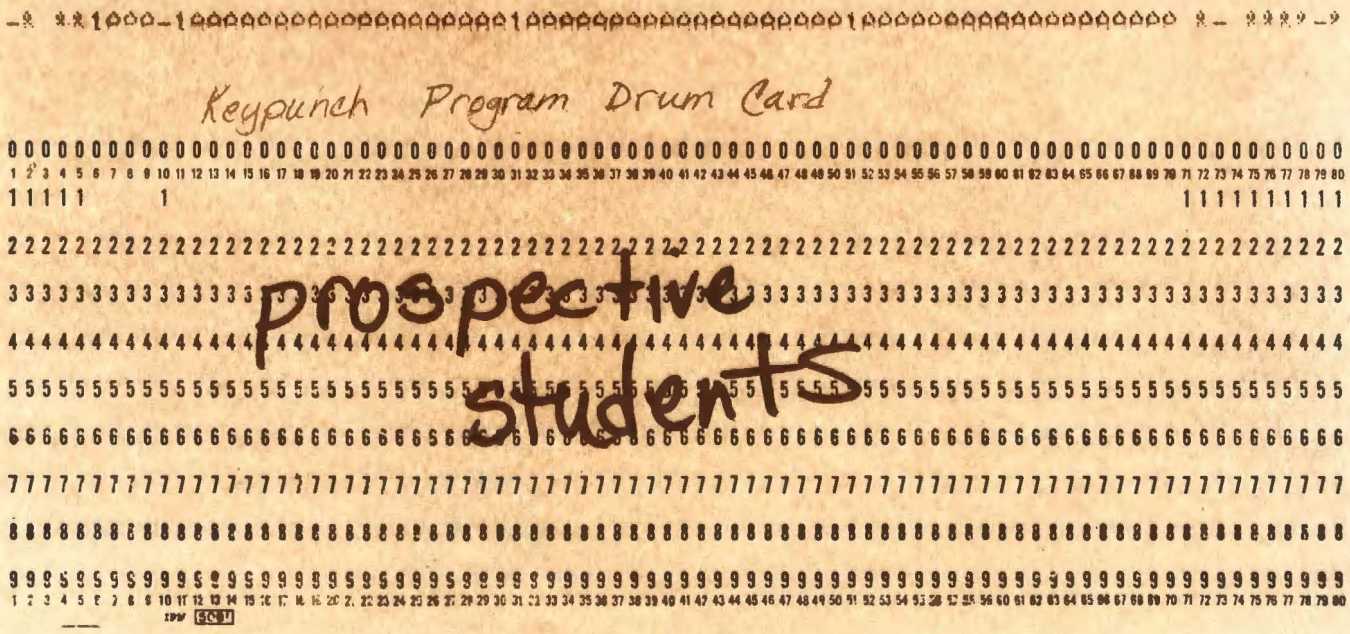
ALPHA columns 51-70

NUMERIC columns 71-72

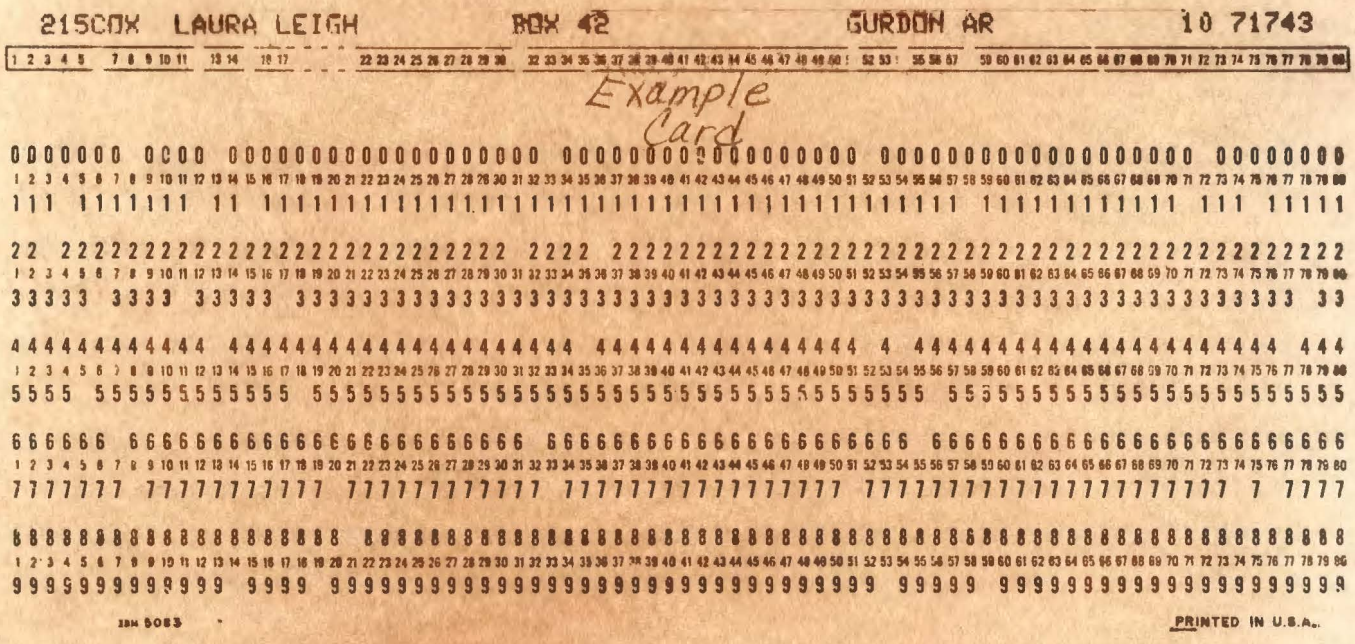
SKIP column 73

NUMERIC columns 74-78

SKIP columns 79-80



Completed #1 Card



BLOCK D

Set aside those that have been accepted until a good sized group accumulates. Then gang punch a "-" in column 1.

BLOCK E

Return file to Admissions in Alpha order.

BLOCK F

When Student Directory comes out, Admissions will return file to be sorted on column 1. Put those with a "-" in column 1 in Alpha order and return to Admissions. They will pull all those who enrolled and send them to have a "-" punched in column 2.