Report:	Assessment Plan Details for: Enrollment Management
	Report Generated by TaskStream
Workspace:	Operational Plan & Assessment Report - OPAR
Assessment Plan:	2009-10 Cycle: Assessment Plan and Assessment Findings
Assessment Plan Template:	OPAR Assessment Plan
Report Generated:	Friday, February 25, 2011

Measures and Findings

Enrollment Management Unit Goals

Continuous improvement of student services

1. Reduce student visits and wait times

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.5.2.,
- UNC Tomorrow: 4.2.1, 4.2.4, 4.2.5,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.2

Measures & Findings

Collecting data of the number of students who visit
Other level; Indirect - Other

Details/Description: Start collecting data of the number of students who visit the Office of Registration and Financial Aid and their reasons, at the beginning of the semester. Assess why students and faculty are coming to the offices and determine what areas we can change or improve.

Acceptable Target: Reduce the number of faculty and/or students who visit each office by 10%.

Implementation Plan (timeline):
Fall 2009
1. Continue to collect, compare and assess data
2. Make determinations of processes we can change and improve to reduce the redundant number of requests and inquires.

Fall 2010
1. Collect comparison data.

Key/Responsible Personnel: Deborah McPherson and Trina Mitchell will collect the data.

Supporting Attachments:

Front Desk Reports (Excel Workbook (Open XML))

Lilly J.A.M. Report (Adobe Acrobat Document)

Findings for Collecting data of the number of students who visit

Summary of Findings: 1. The Registrar's Office identified areas of redundancy, and provided new services and processes to address them. This allowed the staff to spend more time with students and faculty who needed more specialized services.
2. Areas identified: transcripts requests, hold questions, and registration error questions.
3. Transcript request process changed (on-line)
4. Handouts provided for redundant questions, processes etc.

Acceptable Target Achievement: Met

Recommendations : 1. Continue to monitor why students come into the offices.
2. Provide redundant services on-line, and provide more Help Guides (i.e. Registration Errors, How to Registrar, What Does Your Hold Mean etc).
2. Establish Lilly J.A.M. (Just Ask Me) triage in the Lilly building to handle mundane questions and issues.

Reflections/Notes : Although the Financial Aid Office participated in several of the initiatives (like Lilly J.A.M.), the focus was on the Registrar's Office due to the number of student complaints received.

Substantiating Evidence:

Front Desk Reports (Excel Workbook (Open XML))

Lilly J.A.M. (Adobe Acrobat Document)

SSI – Close the Gap between importance and satisfaction
Other level; Indirect - Survey

Details/Description: SSI – Close the Gap between importance and satisfaction on the SSI for Enrollment Management items and summary items for Recruitment & Financial Aid, Registration Effectiveness and Service Excellence.

Acceptable Target: Reduce the 2009 gap between importance and satisfaction by .10 as compared to the 2008 results.

Implementation Plan (timeline): 1. Review the results of 2008
2. Compare the 2009 results with the 2008

Key/Responsible Personnel: Roxie M. Shabazz
Sarah Baker
Ulisa Bowles
Kamesia Ewing

Supporting Attachments:

Findings for SSI – Close the Gap between importance and satisfaction

Summary of Findings: Findings not available until the 2009 NSSE results are received.

Acceptable Target Achievement: Not Met

Recommendations :

Reflections/Notes :

Substantiating Evidence:

2. Create a Student Services Center

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.5.2.,
- UNC Tomorrow: 4.2.1, 4.2.4, 4.2.5,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.2

Measures & Findings

Establish baseline data by recording the number of complaints

Details/Description: Establish baseline data by recording the number of complaints about poor service, and SSI results from the past three years.

Acceptable Target: Baseline data established by October 2010.

Implementation Plan (timeline): Fall 2010 - review the results from the 09-10 campus-based Student Services Survey and establish baseline data

Key/Responsible Personnel:
Student Services Director (Vacant)
Roxie M. Shabazz

Supporting Attachments:

Findings for Establish baseline data by recording the number of complaints

Summary of Findings: The data was collected for most of the 2009-2010 academic year in the offices of Financial Aid and the Registrar's Office.

The data has not been compiled yet.

Acceptable Target Achievement: Not Met

Recommendations : Review and compile the baseline data.

Reflections/Notes : The proposal for the Student Services Center was approved and funded by Title III. One counselor was hired in the 09-10 year, and the Director of the Student Services Center position has been advertised.

Substantiating Evidence:

3. Create a culture of responsiveness

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.5.2.,
- UNC Tomorrow: 4.2.1, 4.2.4, 4.2.5,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.2

Measures & Findings

Student Services Assessment Survey Results
Indirect - Survey

Details/Description: Student Services Assessment Survey Results

Acceptable Target: 80% or higher satisfaction rating for 09-10

Implementation Plan (timeline): 1. At each visit to an EM office, a student will be asked to complete a short student satisfaction survey.
2. Fall 2010, the data will be compiled and assessed.

Key/Responsible Personnel:
Student Services Director (Vacant)

Supporting Attachments:

Findings for Student Services Assessment Survey Results

Summary of Findings: The data was collected for most of the 2009-2010 academic year.

Acceptable Target Achievement: Not Met

Recommendations : Establish an on-line survey.

Reflections/Notes : The data has not been compiled.

Substantiating Evidence:

4. Assess and Improve Employee Morale

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.3.1.,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.2

Measures & Findings

Enrollment Management Morale Survey

Indirect - Survey

Details/Description: Enrollment Management Morale Survey – Improve rates of Satisfaction with Supervisors and the Office Atmosphere

Acceptable Target: Overall average scores for each area (admissions, financial aid and Registrar Office) should be 3.0 across the 11 variables from the survey.

Implementation Plan (timeline): September 2009, baseline data collected by the Office of Enrollment Management.

September 2010, survey will be given again and data compared.

Key/Responsible Personnel: Roxie Shabazz
Sarah Baker
Ulisa Bowles
Kamesia Ewing

Supporting Attachments:

EM Offices Morale Survey Results (Adobe Acrobat Document)

Enrollment Management Morale Survey Instrument (Adobe Acrobat Document)

Enrollment Management Overall Morale Survey Results (Adobe Acrobat Document)

Findings for Enrollment Management Morale Survey

Summary of Findings: The overall average for the three offices was 3.20.

Admissions = 3.69

Financial Aid = 2.75

Registrar = 3.10

Acceptable Target Achievement: Not Met

Recommendations : for 2010-2011 we will repeat the survey and assess scores, looking for improvement.

Work directly with financial aid to further assess the morale issues.

Use survey results to change office culture, policies and procedures where feasible.

Reflections/Notes : Two of the three areas met the target, but one office did not. The overall enrollment management unit met the goal.

Substantiating Evidence:

Enrollment Management Overall Results (Adobe Acrobat Document)

Individual Office Results (Adobe Acrobat Document)

Sample Morale Survey (Adobe Acrobat Document)