Report:	Assessment Plan Details for: Enrollment Management
	Report Generated by TaskStream
Workspace:	Operational Plan & Assessment Report - OPAR
Assessment Plan:	2010-11Cycle: Assessment Plan and Assessment Findings
Assessment Plan Template:	OPAR Assessment Plan
Report Generated:	Thursday, February 10, 2011

Measures and Findings

Enrollment Management Unit Goals

Continuous improvement of student services

Engage in continuous improvement of student services to strengthen the effectiveness and efficiency of administrative processes, academic policies and procedure and to improve student satisfaction.

Reduce student visits and wait times

Reduce the number of students who need to visit unit offices as well as the wait time for those coming into the office during critical enrollment periods.

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: In 2009-2010, a review of sign-in sheets indicated that many students could be served with on-line tools. To increase overall efficiency and operations, procedures were changed so that students would use online tools. Therefore, students who do come to the office with more complex issues and receive higher quality services from available staff.

Acceptable Target: Reduce the number of students requiring an office visit by 10% compared to the number of students served in 2009-2010

Implementation Plan (timeline): Fall 2010
1. Continue to collect, compare and assess data on office visits
2. Continue to instruct students on use of online tools (e.g., handouts)
3. Assess processes to make determinations to change and/or improve operations and reduce the number of requests and inquiries that do not require an office visit.

Key/Responsible Personnel: Each Unit Director in Enrollment Management

Supporting Attachments:

Findings for Collecting data of the number of students who visit

Summary of Findings: Mid-Year Assessment
Data has been collected for fall 2010

Acceptable Target Achievement: Not Met

Recommendations : Collect data for spring 2011

Reflections/Notes :

Substantiating Evidence:

Increase student access to student services

Improve students services through the establishment of 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

Increase usage of the Student Services Center
Direct - Other

Details/Description: A Student Services Center will be established as a convenience to students and as a means of improving operational efficiency by centralizing staff with a variety of skills in a single location. Students who walk in or call will obtain more immediate service and staff will have back-up when needed. The center will establish baseline data for number of students using

Findings for Increase usage of the Student Services Center

Summary of Findings: Mid-Year Assessment
The Student Services Director was hired and began work in November.

Acceptable Target Achievement: Not Met

Recommendations : Spring 2011 - Open Student Services Center

the services.

Acceptable Target: Baseline data of number of students served to be established by June 2011.

Implementation Plan (timeline): Spring 2011 - Student Services Center to open and number of students served will be collected to establish baseline data.

Key/Responsible Personnel: Direct of Student Services Center

Supporting Attachments:

Reflections/Notes :

Substantiating Evidence:

Provide students with professional and expert service

Create a culture of responsiveness to student needs and inquires by providing expert customer service in the EM units.

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

Number of Student Complaints

Other level; Direct - Other

Details/Description: The University Student Complaint form, will be used to collect and compile the number and types of student complaints.

Acceptable Target: Baseline data for the number of student complaints will be established by the end of summer 2011.

Implementation Plan (timeline): Develop Baseline data by counting the number of complaints

Key/Responsible Personnel: Enrollment Management Departmental Directors

Supporting Attachments:

Findings for Number of Student Complaints

Summary of Findings: Mid-Year Assessment
The Student Complaint Form has been posted on all unit websites and has been made available to students

Acceptable Target Achievement:

Recommendations :

Reflections/Notes :

Substantiating Evidence:

Student Complaint Form (Adobe Acrobat Document)

Student Services Satisfaction Survey Results

Indirect - Survey

Details/Description: Student Services Satisfaction Survey Results

Acceptable Target: 80% or higher satisfaction rating for 10-11

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 survey will be implemented on-line and assessed.

Key/Responsible Personnel: Enrollment Management Unit Directors

Supporting Attachments:

Findings for Student Services Satisfaction Survey Results

Summary of Findings: Mid Year
Fall 2010 - Survey Implementated on-line

Acceptable Target Achievement:

Recommendations : Esure that all offices are giving all students the survey at each visit.

Reflections/Notes :

Substantiating Evidence:

Assess and Improve Employee Morale

Assess and if necessary 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.

Findings for Enrollment Management Morale Survey

Summary of Findings: Mid-year Assessment
The Survey was not given to all staff in November 2010. It will be given in February 2011.

Acceptable Target Achievement: Not Met

Recommendations :

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

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

Key/Responsible Personnel: Associate Vice Chancellor for Enrollment Management

Supporting Attachments:

Enrollment Management Morale Survey Instrument (Adobe Acrobat Document)

Reflections/Notes :

Substantiating Evidence: