

**Service Outcomes Assessment Follow-Up
2022-2023 Service Outcome (SO) Year End Reporting Form**

In response to SACSCOC 8.2, “The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results ...”

Name of Service: Workforce Continuing Education - Admissions and Records

Outcome #1: WCE Customer Service Satisfaction Survey.

Action Items from Service Review:

Item #	Action Items: (Action item identified in the 2021-22 service review.)	Results / Use of Results: (Provide results of the action item identified. Was the action item successful? If not, did you want to continue this action item going forward? If so, please include this action item in the 2023-2025 action items table below.)
1	Update WCE Service Satisfaction Survey (Assessed by: Results and the number of completed surveys.)	The WCE Service Satisfaction Survey was updated. It is now shorter and focuses on experiences and recommendations instead of student demographics.
2	Survey in-person customers and install a drop box in the reception area to receive. (Assessed by: The number of completed surveys.)	Still in process.
3	Email survey to the email address listed during registration. (Assessed by: The number of completed surveys.)	Still in process.

Baseline: N/A (There has not been 3 years’ worth of data to set a baseline.)
Unable to establish baseline at this time

Standard: 50 Respondents

Target: 100 Respondents

Provide narrative for analysis of (Customer Satisfaction Survey). T(How will you use this data to improve the effectiveness of your service unit? Please discuss any changes you intend to address that may improve the effectiveness of your service unit.)

The customer service survey is now more focused on the experiences of those who interact with Admissions and Records staff. It has not been implemented because we had considered using a CRM (Element 451) or even Destiny One to send out the survey. However, the implementation process of Element 451 and Destiny One has taken longer than expected. We are now going to go back to the original plan of a drop box and manual emails. Once the survey is implemented, we will use the data to identify areas of customer service that need to be improved and possibly identify new program offerings.

2023-2025 Action Items:

Item	Action Items (<i>What actions can be taken to increase the success of the outcome in your service unit?</i>)	Assessment of Action Items (<i>How will you assess the results of action items?</i>)
1	Print surveys on cards (Office of Communication) and install drop boxes for in-person customers.	The number of surveys completed.
2	Establish a survey link to be emailed to phone and online correspondence customers.	The number of surveys completed.

Outcome #2: Increase the number of people who register online.

Action Items from Service Review:

Item #	Action Items: (Action item identified in the 2021-22 service review.)	Results / Use of Results: (Provide results of the action item identified. Was the action item successful? If not, did you want to continue this action item going forward? If so, please include this action item in the 2023-2025 action items table below.)
1	Post Registration Link on WCE Website (Assessed by: Registration numbers through JotForm registrations and foot traffic on WCE registration webpage.)	Action item completed and has been successful.
2	Destiny One implementation. (Assessed by: Registrations completed through Destiny One.)	Still in process.

Baseline: 450 Registrations

Standard: 500 Registrations

Target: 550 Registrations

Online Registration

Reporting Year / Semester	2019-20	2020-21	2021-22	2022-23
Summer	3	248	229	179
Fall	0	140	247	246
Spring	9	257	357	281

Provide narrative for analysis of (increase online registration). (How will you use this data to improve the effectiveness of your service unit? Please discuss any changes you intend to address that may improve the effectiveness of your service unit.)

The Admissions and Records department has successfully updated the WCE registration page to include a direct link to our online registration form (JotForm). Online registrations for 2022-2023 ($n=706$), while down compared to 2021-2022 ($n=833$), have exceeded the targeted outcome of 550 registrations. We will continue to push online registration and expect the number of registrations completed online to increase.

2023-2025 Action Items:

Item	Action Items (What actions can be taken to increase the success of the outcome in your service unit?)	Assessment of Action Items (How will you assess the results of action items?)
1	Maintain usage of WCE registration webpage.	Registration numbers through JotForm registrations accessed through WCE registration webpage.
2	Update the WCE-REG email template to be more visually appealing, concise, and costumer focused.	Registration numbers through JotForm registrations accessed through WCE registration webpage.
3	Continue with Destiny One implementation	Registrations completed through Destiny One.

Outcome #3: Utilization of Online Payment Collection.**Action Items from Service Review:**

Item #	Action Items: <i>(Action item identified in the 2021-22 service review.)</i>	Results / Use of Results: <i>(Provide results of the action item identified. Was the action item successful? If not, did you want to continue this action item going forward? If so, please include this action item in the 2023-2025 action items table below.)</i>
1	Implement Online Payment through Destiny One (once rolled out). (Assessed by: The percentage of payments conducted online vs in person.)	Still in process.

Baseline: N/A (New outcome with no data to establish a baseline.)

Standard: 25%

Target: 50%

Provide narrative for analysis of (utilize online payment collection). *(How will you use this data to improve the effectiveness of your service unit? Please discuss any changes you intend to address that may improve the effectiveness of your service unit.)*

We have started and are continuing with the Destiny One implementation process. Upon implementation completion, we will slowly roll out courses in Destiny One starting with select courses. The standard and targeted outcome percentages will not be realized until all continuing education courses are loaded in Destiny One and Destiny One becomes the primary system for course builds, registrations, and payments.

2023-2025 Action Items:

Item	Action Items <i>(What actions can be taken to increase the success of the outcome in your service unit?)</i>	Assessment of Action Items <i>(How will you assess the results of action items?)</i>
1	Continue Destiny One Implementation.	The percentage of payments conducted online vs in person.
2	Roll out Destiny One with a small number of classes to test process.	The percentage of payments conducted online vs in person.

Approvals

1. Using DocuSign (electronic signature), the Office of Institutional Effectiveness (IE) will review and approve the Program/Service Outcome Assessment when completed by the responsible program/service personnel.
2. Using DocuSign (electronic signature), appropriate Department Chair, Division Dean, Director, and/or AVP is asked to read and approve the Program/Service Outcome Assessment.

IE Acceptance / Date: Dorothy Moore 11/14/2023

Department Chair, Dean, Director, and/or VP / Date: Renita Dawson 11/14/2023