

**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: Office of Communications

Outcome #1: Increase Instagram engagement.

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	Utilize the student body to help create content. (Assessed by: Increased Instagram engagement.)	This action item was successful. Using and showing more of our students helped us to surpass our target of 8000 average engagements. We would like to continue this action item as there are many more ways we could use our students.
2	New Marketing & Communications Coordinator will become more comfortable using the Instagram platform. (Assessed by: Increased Instagram engagement.)	This action item was successful. The new (now former) Marketing & Communications Coordinator did well to research how to more effectively use Instagram and all of its capabilities before they left WCC in February 2023. Their replacement started in June 2023 and is already well-versed with Instagram, so this action item can be removed going forward.

Baseline: 5,534 # (Rationale = Average of last two years –2020-21 & 2021-22)

Standard: 6,000

Target: 8,000

Instagram

Academic Year	Impressions (The number of times our content was displayed to users.)	Engagements (The number of times users engaged with our content.)	Engagment Rate Per Impression (The number of times users engaged with your content as a percentage of impressions. This indicates how engaged people are with your brand.)
Aug. 2020 – Jul. 2021	510,076	6,266	1.2%
Aug. 2021 – Jul. 2022	642,645	4,801	0.7%
Aug. 2022 – Jul. 2023	1,042,643	11,249	1.1%

Provide narrative for analysis of (increase Instagram engagement). *(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.)*

Utilizing more of the WCC student body on our Instagram account resulted in tremendous growth for our impressions and engagement metrics. We will continue in this direction while trying to implement additional methods of content creation that involve students, such as internships with students in the Entertainment Technologies program.

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	Utilize the student body to help create content.	Increased Instagram engagement.

Outcome #2: Increase student satisfaction with social media accounts.

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	Include more of our student body in social media posts (Assessed by: Increased satisfaction survey results.)	This action item was successful. Using and showing more of our students helped us to surpass our target satisfaction rating average. We would like to continue this action item as there are many more ways we could use our students.

Baseline: 94.5% (Rationale = Average of last three years – 2019-20; 2020-21; 2021-22)

Standard: 95.5%

Target: 96.5%

The main Wayne Community College social media accounts are beneficial, informative, and engaging.

Choice	Spring 2021		Fall 2021		Fall 2022		Fall 2023	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Strongly Agree	90	43.06%	43	43.88%	26	33.33%	41	34.75%
Agree	105	50.24%	49	50.00%	47	60.26%	74	62.71%
Disagree	11	5.26%	4	4.08%	4	5.13%	3	2.54%
Strongly Disagree	3	1.44%	2	2.04%	1	1.28%	0	0.00%

Provide narrative for analysis of (improve student satisfaction with social media). (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.)

Utilizing more of the WCC student body on our social media accounts resulted in exceeding our target for student satisfaction of social media at 97.46%, an increase of 3.87% from the previous year. We will continue in this direction while trying to implement additional methods of content creation that involve students, such as internships with students in the Entertainment Technologies program.

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	Include more of our student body in social media posts.	Increased satisfaction survey results.

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: Becky Mulligan 12/5/2023

Department Chair, Dean, Director, and/or AVP / Date: Dorothy Moore 12/5/2023