

**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: Recruiting

Outcome #1: Increase the number of local high school campus visits.

Action Items from Service Review:

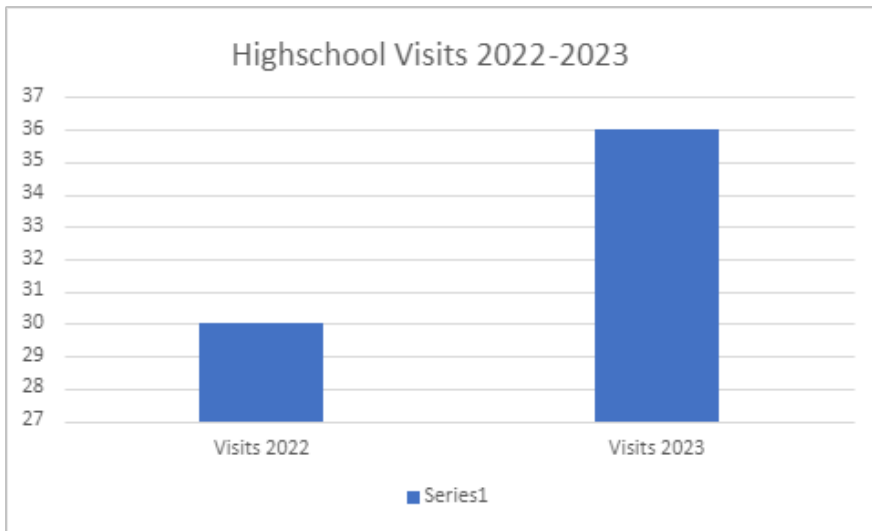
Item #	Action Items: <i>(Action item identified in the 2021-22 service review.)</i>	Results / Use of Results: <i>(Provide results of the action item identified. Was the action item successful? If not, did you want to continue this action item going forward? If so, please include this action item in the 2023-2025 action items table below.)</i>
1	Actively seek opportunities to visit local high school campuses (Assessed by: Compare the number of high school campus visits to that of the previous cycle)	This goal was reached by attending the CACROA high school career fairs and regularly attending and setting up recruitment tables in high schools in and outside of the county.
2	Develop relationships with high school counselors/administration (Assessed by: Compare the number of high school campus visits to that of the previous cycle)	This goal was reached through fulfilled with in-person meetings, phone calls, and email communication to establish routine high school visits.

Baseline: 7.66 (#) *(Rationale / Average of last three years – 2019-20; 2020-21; 2021-22)*

Standard: 9 (#)

Target: 11 (#)

Insert Data / Chart



Provide narrative for analysis of (increase high school visits). *(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.)*

This data will be used to increase the number of high school visits and establish relationships with high school counselors. The goal is to create more routine schedules of visiting with high schools monthly to establish a regular presence at the high schools within the county.

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	Increase the number of local high school campus visits	Compare the number of high school campus visits to that of the previous cycle
2	Develop relationships with high school counselors/administration	Compare the number of high school campus visits to that of the previous cycle

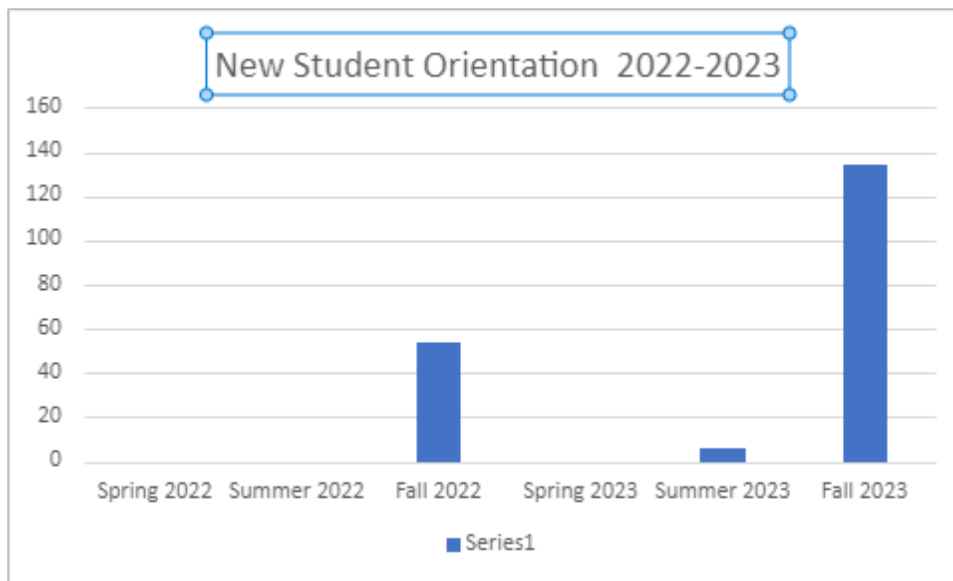
Outcome #2: Increase the attendance of student orientation sessions.

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	Heavily advertise orientation opportunities (Assessed by: Compare the attendance of orientation sessions to that of the previous cycle)	This goal was accomplished by sending out email communications, social media posts, and flyers with QR codes.
2	Work closely with Admissions to reach a larger student group (Assessed by: Compare the attendance of orientation sessions to that of the previous cycle)	This goal was accomplished by collaborating with Admissions to implement and effectively use the CRM, Element, to help keep track and input data on participants of student orientation

Baseline: 7.66 (#) (Rationale / Average of last three years – 2019-20; 2020-21; 2021-22)
Standard: 9 (#)
Target: 11 (#)

Insert Data / Chart



Provide narrative for analysis of (increase student orientation attendance). (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.)

This data will be used to continue to boost efforts to increase student orientation attendance. Element is being used as a tool to track attendance, registration, and notification of student engagement in student orientation.

Please note that some data is missing due to a new person in role at the beginning of 2023. The baseline of new student orientation can be changed to a higher number of 15 students, with the standard increasing to 25, and target of 30 students per semester. The attendance of new student orientation will continue to be improved by using Element, boosting marketing of event, and ensuring routine dates each new semester.

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	Heavily advertise orientation opportunities	Compare the attendance of orientation sessions to that of the previous cycle
2	Work closely with Admissions to reach a larger student group	Compare the attendance of orientation sessions to that of the previous cycle

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 11/28/2023

Department Chair, Dean, Director, and/or AVP / Date: Dorothy Moore 11/28/2023