

**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: Seymour Johnson Air Force Base Education Office

Outcome #1: Develop and implement a plan to support students that have been admitted so that students participate in advising sessions and follow through with enrollment.

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	Contact all applicants via email/phone to increase communication.	Track the numbers of applicants using data provided by the Admissions office.
2	Provide students an advising and registration opportunity.	Track the number of applicants to follow through with registration.

Baseline: N/A # (this is a new service outcome with no previous data)

Standard: 8

Target: 12

Month	Year	# Applicants	Contacted via Phone	Contacted via Email	# Enrolled
OCTOBER	2022	5	X	X	3
NOVEMBER	2022	1	X	X	1
DECEMBER	2022	3	x	x	3
JANUARY	2023	5	X	X	4
FEBRUARY	2023	4	X	X	4
MARCH	2023	3	X	X	2
APRIL	2023	0	NA	NA	0
MAY	2023	8	X	X	7
JUNE	2023	3	X	X	3
JULY	2023	8	X	X	6
AUGUST	2023	7	X	X	6
SEPTEMBER	2023	2	X	X	2
OCTOBER	2023	4	X	X	3
Total Applicants		53	Total Enrolled		44

Provide narrative for analysis of (ensure admitted students become enrolled). *(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 exceeded our standard by 36 (8) and our target by 32 (12). This data will help us understand if we are taking a potential student from applicant to student. If we are losing a potential student, it can show us where and how to improve the process. We plan to use this data to help us understand if our ways of contacting and interacting with the students are successful. Some of the questions we can ask are, “are we reaching these students through email or phone?” If we are reaching them better through the phone than the email, then we know we have a successful way of contacting them. We would also evaluate if a phone call or text message is a better way to reach students.

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	Contact all applicants via email/phone to increase communication.	Track numbers of applicants using data provided by the Admissions office.
2	Provide students an advising and registration opportunity.	Track the number of applicants to follow through to registration.

Outcome #2: Increase awareness of base programs and classes through marketing and recruitment events.

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	Meet with WCC marketing department (Assessed by: Minutes)	This action was not met as the marketing committee did not meet. We will continue this action going forward.
2	Attend functions to recruit (Assessed by: Program coordinator for SJAFB programs will participate in recruitment functions such as the Job Fair/Education event (by invitation only) on base; Military night on WCC campus; Wayne Co Fair; Air Show (75th anniversary); Veterans events; Pickle Festival and other community events. This will be tracked on the PD form.)	This is documented by the table below. The number of events attended was 9.

Baseline: N/A(% or #) (This is a new outcome with no previous data)

Standard: Attend 3 events

Target: Attend 5 events

Event Date	Event Title	Event Hours
3/8/2023	SJAFB Job Fair	4
5/10/2023	SJAFB Job Fair and Spouse Appreciation	4
11/15/2023	SJAFB Job Fair	4
11/1/2023	Senior Night	3
10/26/2023	Trunk or Treat	3
9/28/2023	Wayne County Fair	2.5
8/14/2023	Convocation and Division Meeting	3
8/16/2023	Safe Colleges	3.30
5/20/2023	SJAFB Air Show	3
Total Events Attended: 9		29.8 Total Event Hours

Provide narrative for analysis of (marketing and recruitment events). (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 service objective helps us reach out to the community to let them know how many education options are provided by WCC, the base classes being one of them. We ask if we reach students, particularly the military family and family members.

The plan was to work with the marketing committee to make sure we are targeting military members and families. We did not have a committee meeting this year. Discussions were had with the committee chair about ways the College was advertising to military members and suggestions and feedback was given.

This objective can be met with communication from and to the marketing committee (when it starts meeting again) about targeted marketing. We exceeded this goal by 4 events.

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	Meet with WCC marketing department to create a targeted marketing for the base.	Meet with the marketing department to create new advertising.
2	Attend functions to recruit new students.	Program coordinator for SJAFB programs will participate in recruitment functions such as the Job Fair/Education event (by invitation only) on base; Military night on WCC campus; Wayne Co Fair; Air Show (75th anniversary); Veterans events; Pickle Festival and other community events. This will be tracked on the PD form.

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 AVP / Date: Laura Buddin 11/14/2023