

**Service Outcomes Assessment Follow-Up  
2023-2024 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:** Admissions and Records – Curriculum

**Outcome #1:** Increase student and faculty satisfaction with the registration process.

**Action Items from 2022-23 Service Outcome Year-End Report:**

| <b>Item #</b> | <b>Action Items:</b> (Action item identified in the 2022-23 service outcome year-end report.)                                                                                                                      | <b>Results / Use of Results:</b> (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 2024-2025 action items table below.) |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1             | More training can be offered to faculty for the registration process. (Assessed by: Track the number of trainings provided to faculty. Report satisfaction of training using the employee services review survey.) | In-person training has been provided for faculty and staff to help with the registration process in Self-Service. Some departments requested and completed small group training for their individual departments.                                                    |
| 2             | Use Element451 to share more detailed registration information to new and returning students. (Assessed by: The student services satisfaction survey will provide overall satisfaction information.)               | Implemented multiple new communications with students from the time of acceptance through registration and the beginning of classes. Includes the added ability for two-way texting with students.                                                                   |

**Baseline:** 95.38% (Students) 3 year average of strongly agree/agree; Fall 2019, Fall 2021, Fall 2022  
87.61% (Employees) 2 year average of strongly agree/agree; Fall 2021 and Fall 2022

**Standard:** 96.5% (Students) strongly agree/agree  
89.5% (Employees) strongly agree/agree

**Target:** 97.5% (Students) strongly agree/agree  
91.5% (Employees) strongly agree/agree

**Students**

**I am satisfied with the registration process.**

| <b>Choice</b>     | <b>Fall 2021</b> |                | <b>Fall 2022</b> |                | <b>Fall 2023</b> |                | <b>Fall 2024</b> |                |
|-------------------|------------------|----------------|------------------|----------------|------------------|----------------|------------------|----------------|
|                   | <b>Count</b>     | <b>Percent</b> | <b>Count</b>     | <b>Percent</b> | <b>Count</b>     | <b>Percent</b> | <b>Count</b>     | <b>Percent</b> |
| Strongly Agree    | 63               | 42.28%         | 88               | 46.07%         | 66               | 50.00%         | 93               | 45.37%         |
| Agree             | 83               | 55.70%         | 90               | 47.12%         | 61               | 46.21%         | 109              | 53.17%         |
| Disagree          | 3                | 2.01%          | 11               | 5.76%          | 5                | 3.79%          | 3                | 1.46%          |
| Strongly Disagree | 0                | 0.00%          | 2                | 1.05%          | 0                | 0.00%          | 0                | 0.00%          |

**Employees**

I am satisfied with the information and guidance provided by Admissions and Records to faculty/staff regarding registration.

| Choice            | Fall 2021 |         | Fall 2022 |         | Fall 2023 |         | Fall 2024 |         |
|-------------------|-----------|---------|-----------|---------|-----------|---------|-----------|---------|
|                   | Count     | Percent | Count     | Percent | Count     | Percent | Count     | Percent |
| Strongly Agree    | 31        | 27.93%  | 36        | 29.27%  | 35        | 34.65%  | 49        | 36.30%  |
| Agree             | 68        | 61.26%  | 70        | 56.91%  | 55        | 54.46%  | 75        | 55.56%  |
| Disagree          | 10        | 9.01%   | 14        | 11.38%  | 11        | 10.89%  | 10        | 7.41%   |
| Strongly Disagree | 2         | 1.80%   | 3         | 2.44%   | 0         | 0.00%   | 1         | 0.74%   |

**Provide narrative for analysis of (satisfaction with registration process).** *(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 percentage of students and employees that are not satisfied with the registration process has dropped. We continue to maintain a higher percentage of those satisfied with the process.

The goal is to continue improving the flow of information to students to provide a more individual style of reminders regarding completed steps and missing information through emails and text messages. Advisors and instructors are being added to Element451 as well. This will help give them access to information and special circumstances for individual students, to help them better understand their needs and goals.

**2024-2025 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    | Give advisors and instructors access to Element451                                                           | Can track the number of added users in Element451, and the activity of those users. This will help identify Element451 as an active and useful tool. |
| 2    | Provide registration training through recorded videos that advisors can use at their convenience.            | Track how many times the training videos are watched and use the satisfaction survey results.                                                        |

**Outcome #2:** Improve the overall service of students within Admissions & Records by implementing and using a sign-in service to track students and the services requested by those students.

**Action Items from 2022-23 Service Outcome Year-End Report:**

| Item # | Action Items: <i>(Action item identified in the 2022-23 service outcome year-end report.)</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 2024-2025 action items table below.)</i>                                                                   |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1      | Review and increase Element451 communications sent to students for admissions and enrollment. Use Element451 application decisions to track admissions and enrollment. (Assessed by: The open rate can be assessed for communications to students for admissions, as well as the click rates for included links. Element451 can also provide enrollment information for those students. This can be used to provide data for students from application to enrollment.) | Admissions & Records sent 9,286 emails to students during the year. Acceptance emails that included information about accessing student bison accounts, advisors, and registration had an open rate of 100%. The click rate for information within the email was 91%. Over 4,000 text messages were also sent by Admissions & Records. |
| 2      | The Admissions & Records Office can provide more online form completions for provided services. (Assessed by: Online form completions can provide data for overall services completed online and in-person. This will allow us to track the volume of services and their successful completion.)                                                                                                                                                                       | Online forms are available for almost all of the student and instructor processes. Students completed over 471 drop requests over the year. Instructors completed 3,400 online drop requests. They also complete online forms for grade changes, change of major requests, reinstatements, and incomplete grades.                      |

**Baseline:** n/a *(Rationale / Average of three years – 2023-24, 2024-2025, 2025-2026)*

New outcome; data unavailable to establish a baseline

**Standard:** n/a *(Standard will be determined in the next review)*

**Target:** n/a *(Target will be determined in the next review)*

**Insert Data / Chart**

Not applicable.

**Provide narrative for analysis of (sign-in service tracking).** *(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 initial sign-in service was not used in Admissions & Records. Our service is being recorded by the number of students submitting forms/requests electronically, and the use of communication and links in information sent to students.

**2024-2025 Action Items:**

| <b>Item</b> | <b>Action Items</b> ( <i>What actions can be taken to increase the success of the outcome in your service unit?</i> )                                                                                                         | <b>Assessment of Action Items</b> ( <i>How will you assess the results of action items?</i> )                                                                                               |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1           | Keeping adding to the information that we are able to share using Element451. Improve and simplify what is sent to students based on more specific groups.                                                                    | Report the amount of information sent to students and specific groups. Use the dashboard reports to see how the students are clicking on and using the information sent to them.            |
| 2           | Implement the early alert process for instructors. This will help identify students that are in danger of failing a class and let the student know. Admissions & Records is also able to share the information with advisors. | Track the number of early alerts submitted for students. We can also use this information to research the amount of students that are, as a result, successful in completing those classes. |
|             | Implement the online change of major and student update forms. This will help improve the process of returning students and students changing to other programs and advisors.                                                 | Report the number of students that are using the online forms and registering for classes.                                                                                                  |

**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 6/25/2025

Department Chair, Dean, Director, and/or AVP / Date: Joanna Morrisette 6/26/2025