

**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: Workforce Continuing Education – Admissions and Records

Outcome #1: WCE Customer Service Satisfaction Survey.

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

Item #	Action Items: (Action item identified in the 2022-23 service outcome year-end report.)	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 2024-2025 action items table below.)
1	Print surveys on cards (Office of Communication) and install drop boxes for in-person customers.(Assessed by: The number of surveys completed)	Survey cards were printed, and a drop box was installed. This action item was successful as we have started to receive completed cards.
2	Establish a survey link to be emailed to phone and online correspondence customers. (Assessed by: The number of surveys completed.)	Survey link was established and email template developed to deliver the survey link to phone and online customers. The department also implemented QLESS sign-in and at the end of a customer's visit the customer is texted a survey link. I would consider this action successful as it has been implemented; however, we have not received any completed surveys through either of the methods.

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

Reporting Year / Semester	2023-24 In-Person/Online	2024-25 In-Person/Online	2025-26 In-Person/Online
Summer	0 / 0		
Fall	0 / 0		
Spring	46 / 0		

Provide narrative for analysis of (Customer Satisfaction Survey). *(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 data provided from the customer service surveys, will allow us to continue to make any adjustments needed so that our students have a better experience when working with our department. It has helped identify what services/areas are utilized the most, holdups in the registration process, and possible future course offerings. Feedback from the surveys collected has been positive. While we did not hit the standard ($n=50$) or target baseline ($n=100$) due to only being implemented in the last semester, we are hopeful that we will hit targets for the 2024-25 year. The department will continue to push and encourage our customers to complete the survey at the end of their visit.

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	Department members be more consistent in encouraging survey completion.	The number of surveys completed.
2	Department members inform in-person customers that they will receive a link to complete an online survey and ask them to “let us know how we are doing”. Online link will also remain in all WCE-REG email communications	The number of surveys completed through online link.

Outcome #2: Increase the number of people who register online**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	Maintain usage of WCE registration webpage. (Assessed by: Registration numbers through JotForm registrations accessed through WCE registration webpage.)	Usage of the WCE registration was updated and maintained. This action item was successful as we have seen a significant increase in JotForm registrations.
2	Update the WCE-REG email template to be more visually appealing, concise, and costumer focused. (Assessed by: Registration numbers through JotForm registrations accessed through WCE registration webpage.)	WCE-REG email templates were updated and WCC branding was implemented in the templates. This action item was successful as we have seen a significant increase in JotForm registrations.
3	Continue with Destiny One implementation (Assessed by: Registrations completed through Destiny One.)	WCC Continuing Education ended Destiny One implementation and contracted with FundFive to implement their Register platform. Therefore, the Destiny One action item was terminated.

Baseline: 450 Registrations
Standard: 500 Registrations
Target: 550 Registrations

Online Registration

Reporting Year / Semester	2019-20	2020-21	2021-22	2022-23	2023-24
Summer	3	248	229	179	211
Fall	0	140	247	246	534
Spring	9	257	357	281	653

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 department has again worked with the Office of Communication to update and maintain the WCE registration page. Additionally, we have developed branded email templates with direct links to our course offerings and an online registration form. These actions have aided in the significant increase in online registrations completed for the 2023-24 reporting year. The targeted outcome of 550 online registrations completed was far exceeded, with 1,398 online registration forms completed in the past year. The department will continue to push online registration and expect the number of registrations completed online to increase.

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	Implement FundFive: Register Platform.	Number of registrations completed through Register.
2	Work with Office of Communication to update WCE website for better course offering navigation and navigation to Register to complete registration process.	Number of registrations completed through Register.

Outcome #3: Utilization of Online Payment Collection.**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	Continue Destiny One Implementation. (Assessed by: The percentage of payments conducted online vs in person.)	Action item terminated as WCC Continuing Education ended Destiny One implementation and contracted with FundFive to implement their Register platform.
2	Roll out Destiny One with a small number of classes to test process. (Assessed by: The percentage of payments conducted online vs in person.)	Action item terminated as WCC Continuing Education ended Destiny One implementation and contracted with FundFive to implement their Register platform.

Baseline: N/A (New outcome with no data to establish a baseline.)
Standard: 25%
Target: 50%

Data is unavailable. We will provide the data in the Service Review next year.

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.)*

The action items associated with Outcome 3: Utilization of Online Payment Collection was terminated. The termination was due to WCC Continuing Education ending Destiny One implementation. WCC then entered into a contract with FundFive to implement their Register platform which will allow for online registration and payment collection. New action items have been developed for 2024-25.

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	Implement FundFive: Register.	The percentage of registrations/payments conducted online vs in person.
2	Roll out FundFive: Register with select classes to test and develop processes.	The percentage of registrations/payments conducted online vs in person.
3	As processes are developed and testing completed, increase the number of classes imported for online registration and payment.	The percentage of registrations/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 11/12/2024

VP / Date: Renita Dawson 11/12/2024