

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: Office of Communications

Outcome #1: Increase Instagram engagement.

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	Utilize the student body to help create content. (Assessed by: Increased Instagram engagement.)	This action item was successful. We continued to showcase more of our student body in photos and video content, which helped us surpass our target of 8000 average engagements. We would like to continue this action item.

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.)	Engagement 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%
Aug. 2023 – Jul. 2024	1,636,989	27,264	1.7%

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.)*

Showcasing our student body in photos and video content on our Instagram account continued to result in excellent growth for impressions and engagement metrics. Engagements increased by 142.37% over the previous year. We were able to utilize students in the Entertainment Technologies program to help create some content, but it did not prove as successful as we had hoped. In the next year we hope to hire a work study student who could assist our Marketing and Communications Coordinator in content creation.

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	Utilize the student body to help create content. (Assessed by: Increased Instagram engagement.)	Increased Instagram engagement.

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

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	Include more of our student body in social media posts.	Student satisfaction of our social media decreased this year, falling slightly below our average Standard target. We would like to continue this action item.

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	Fall 2021		Fall 2022		Fall 2023		Fall 2024	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Strongly Agree	43	43.88%	26	33.33%	41	34.75%	46	35.66%
Agree	49	50.00%	47	60.26%	74	62.71%	77	59.69%
Disagree	4	4.08%	4	5.13%	3	2.54%	4	3.10%
Strongly Disagree	2	2.04%	1	1.28%	0	0.00%	2	1.55%

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.)*

Less than one percent of students strongly disagreed that WCC social media accounts are beneficial, informative, and engaging. It could be that those students are not social media users at all, and therefore the content would not be beneficial to them. We plan to continue our strong work in marketing, knowing that we will not please all people all of the time.

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	Continue to include more of our student body in social media posts.	Diverse marketing materials and social media posts.

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 11/15/2024

Department Chair, Dean, Director, and/or AVP / Date: Dorothy Moore 11/15/2024