

**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: College Transfer Advising Center (CTAC)

Outcome #1: Increase the number of students completing their degree in a 3-year time frame or less.

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	Graduation Spreadsheet with Tina Shearon (IE) (Assessed by: Tracking students graduating Informer Report)	We have continued to utilize this data to capture those who we are tracking close to graduating and those who maybe had not been indicated as upcoming graduates. We will continue this action.
2	ACA Degree planning (Assessed by: Ensure students are completing their degree plans using the BDP's)	ACA continues to be reevaluated regularly to ensure it stays up to date with degree planning. From this we have seen, when effectively completed by the student, we have students mapping out their program of study. We will continue this action.
3	Graduation Meetings (Assessed by: Number and types of communication with those applying for graduation, number of appointments.)	We have continued to encourage students to come and discuss their graduation plans. Due to our high communication plan, we have been averaging less students not putting in their graduation application. We will continue this action.

Baseline: 20%

Standard: 22%

Target: 25%

New Fall CTAC Students Completion

Cohort Year	N Cohort	N Completers	Completion Rate
Fall 2017	550	116	21%
Fall 2018	508	93	18%
Fall 2019	522	103	20%
Fall 2020	434	75	17%
Fall 2021	429	75	17%

Sources: Entrinsik Informer Reports

Provide narrative for analysis of (increase student completion). *(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 will continue to utilize these measures to plan, track, and target graduation plans. The graduation spreadsheet has been an asset in tracking student's progress and identifying those who may not have been flagged as ready to graduate. We will continue to intervene early in the semester to get them the courses they need to complete their program on time. We will continue to access ACA 122 to improve the degree planning process and evaluate the tools needed to ensure students are planning properly. We will continue to analyze the types of communications that work best when trying to reach students who need help with their transfer plans.

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	Graduation Spreadsheet with Tina Shearon (IE)	Assessed by: Tracking students graduating Informer Report We can work with IE to see if there are additional metrics that can better identify at-risk students who are not progressing towards completion
2	ACA Degree planning	Assessed by: Ensure students are completing their degree plans using the BDP's. New transfer guides are being rolled out that will help student planning become more streamlined and accessible. We will integrate these into ACA and advising. Assessment will be based on students completing degree plan.
3	Graduation Meetings	Assessed by: Number and types of communication with those applying for graduation, number of appointments. We will work to develop new ways to communicate with our upcoming graduates. We plan to utilize our CRM Element 451 to utilize the texting feature. This will be assessed by the number of graduation applications we have.

Outcome #2: Grow the newest programs in the College Transfer area (AATP/ ASTP).**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	University and WCPS meetings: ECU/WCPS (Assessed by: Assess the number of students who go into Teacher Pathway and enroll them at WCC; track the number of students in AATP and continue to Partnership Teach with ECU.)	We continued to be involved in the promotion of the Teacher pathway. We met with WCPS IA's, principals, and other populations. This did not correlate to an increase in AATP/ASTP directly, but students also may have gone into AA programs due to this population already having prior college credits that would count towards the AA. We will continue this action.
2	WCC meetings (Assessed by: Increase number of students interested in programs, such as EPP for Residency/lateral entry.)	We have continued to have meetings with fellow colleagues to strategize on promoting our education programs. We will continue

Baseline: 13 students *(Rationale / Average of last three years – 2019-20; 2020-21; 2021-22)*

Standard: 18 #

Target: 23 #

Academic Year	# AATP Students	# ASTP Students
2019-20	-	-
2020-21	-	-
2021-22	6	-
2022-23	15	2
2023-24	6	1

Provide narrative for analysis of (increase enrollment in AATP and ASTP). *(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.)*

Both actions had insights that were valuable to helping meet our goal. Given the data and the decrease in AATP and ASTP students, we will implement targeted outreach to re-engage former students in that program while assessing how to draw new ones as well. ASTP has continued to remain low and will need to be assessed for how to draw students into that educational STEM sector. The program is challenging to grow because we have seen an increase in students wanting to teach, but some may be a better fit in the associate in arts or science due to their goal and prior credits. We will continue to work to improve this with our current action items. During the next service review a new outcome #2 will be created to better reflect our 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	University and WCPS meetings: ECU/WCPS etc.	Assess the number of students who go into Teacher Pathway and enroll them at WCC; track the number of students in AATP and continue to Partnership Teach with ECU
2	WCC meetings	Assessed by: Increase number of students interested in programs, such as EPP for Residency/lateral entry.

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 10/25/2024

Department Chair, Dean, Director, and/or AVP / Date: Laura Buddin 10/27/2024