

**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: Recruiting

Outcome #1: Increase the number of local high school campus visits.

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	Increase the number of local high school campus visits (Assessed by: Compare the number of high school campus visits to that of the previous cycle)	Since my hire date on July 29th, I have participated in both CACRAO and High School Senior Nights, engaging with schools in Wayne County and beyond.
2	Develop relationships with high school counselors/administration (Assessed by: Compare the number of high school campus visits to that of the previous cycle)	This goal has been achieved by making it a priority at each high school event to meet with counselors, introduce myself, provide my business card, and discuss upcoming visits for the next semester. Additionally, I stay in touch via email, sharing event details and updated contact information.

Baseline: 7.66 (#) *(Rationale / Average of last three years – 2019-20; 2020-21; 2021-22)*
Standard: 9 (#)
Target: 11 (#)

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	August	September	October	November

Provide narrative for analysis of (increase high school visits). *(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 data from my hire date of July 29th will be used to increase the number of high school visits and strengthen relationships with high school counselors. My goal is to enhance communication with counselors, providing them with relevant WCC materials they can use. Additionally, I plan to schedule more frequent visits on a monthly basis, establishing a consistent routine and ensuring a regular presence in Wayne County high schools.

2024-2025 Action Items:

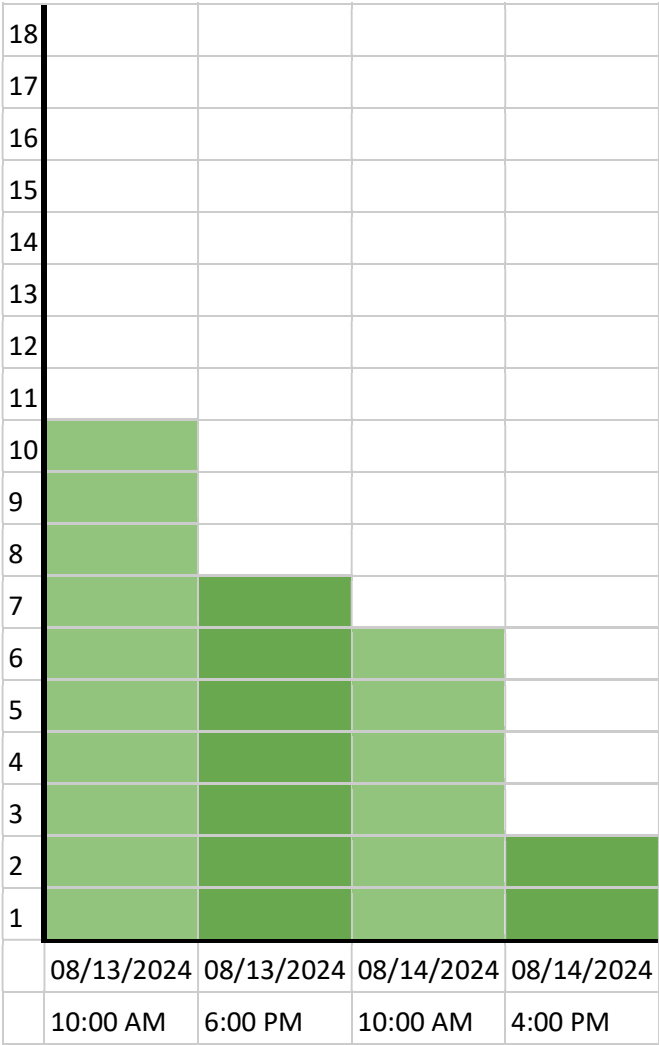
Item	Action Items <i>(What actions can be taken to increase the success of the outcome in your service unit?)</i>	Assessment of Action Items <i>(How will you assess the results of action items?)</i>
1	Increase the number of local high school campus visits	Compare the number of high school campus visits to that of the previous cycle
2	Develop Relationships with high school counselors/administration	Compare the number of high school campus visits to that of the previous cycle

Outcome #2: Increase the attendance of student orientation sessions.

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	Heavily advertise orientation opportunities (Assessed by: Compare the attendance of orientation sessions to that of the previous cycle)	Social media posts were made and registration was tracked through element.
2	Work closely with Admissions to reach a larger student group (Assessed by: Compare the attendance of orientation sessions to that of the previous cycle)	Due to my hire date being July 29 th right before open registration I was unable to utilize my connection with Admissions but Element was used to track registration.

Baseline: 7.66 (#) *(Rationale / Average of last three years – 2019-20; 2020-21; 2021-22)*
Standard: 9 (#)
Target: 11 (#)



Provide narrative for analysis of (increase student orientation attendance). *(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.)*

I will use the data from the past student orientations to better prepare for the next considering I now have connections and have more time to prepare. I will continue to use element, add a sign in sheet, and will print off schedules for those who registered.

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	Heavily advertise orientation opportunities	Compare the attendance of orientation sessions to that of the previous cycle
2	Work closely with admissions to reach a larger student group	Compare the attendance of orientation sessions to that of the previous cycle

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 11/26/2024

Department Chair, Dean, Director, and/or AVP / Date: Ken Jones 11/26/2024