



Planning and Evaluation Tracking

College Year: ~~2009-2010~~

Division of: Enrollment Management
 Department of: Community Link

Person Responsible: Robert Austin
 Person Responsible: Maury Roman

Purpose Statement: The mission of Community Link is to provide outreach services to disadvantaged individuals to increase participation in higher education.

Goal Statements	Objectives/Outcomes (including assessment tools and standards)	Results	Use of Results (including improvements and revisions)
1. Expand acces to adult prospective students through a collaborative effort with Panhandle Workforce Solutions.	1. a. After attending PWS events, at least 40% of individuals requesting information will submit an application for admissions within a year based on a Colleague report.	1. Time frame: 9/01/2009 - 7/12/2010 N = 206/61 (29.6%)	1. We are not satisfied with the results. Due to the change of submission schedule, the data is incomplete. We will again track this item for 2011 and submit complete results in July 2011. ACTION PLAN: Track all leads from job fairs and on-site recruitment. Schedule appointments for individualized assistance, and make a mininum of two follow-up phone calls. Data will be analyzed by June, 2011 and based on results, trends will be identified to either increase, maintain or eliminate recruitments efforts.

1.b. After receiving individualized assistance with enrollment forms, at least 50% of eligible participants will enroll within a year of receiving preliminary academic advising based on a Colleague report.

Time frame:
9/01/2009 - 7/12/2010

N = 61/24 (39%)

1.b We are not satisfied with the results. Due to the change of submission schedule, the data is incomplete. We will again track this item for 2011 and submit complete results in July 2011.

2. Expand access to adult prospective students through a collaborative effort with the City of Amarillo.

2.a. After attending the new employee orientations, at least 40% of employees requesting information will submit an application for admissions within a year based on a Colleague report.

2. Time frame:
9/01/2009 - 7/12/2010

N = 30/8 (26.6%)

2. We are not satisfied with the results. Due to the change of submission schedule, the data is incomplete. We will again track this item for 2011 and submit complete results in July 2011.

ACTION PLAN:

Attend at least 70% of new employee orientations and track all positive leads. Schedule appointments for individualized assistance and make a minimum of two follow-up phone calls. Data will be analyzed by June 2011, and based on results, trends will be identified to either increase, maintain or eliminate recruitment efforts.

	<p>2. b After receiving individualized assistance with enrollment forms, at least 50% of eligible participants will enroll within a year of receiving preliminary academic advising based on a Colleague report.</p>	<p>Time frame: 9/01/2009 - 7/12/2010</p> <p>N = 8/2 (25%)</p>	<p>2.b We are not satisfied with the results. Due to the change of submission schedule, the data is incomplete. We will again track this item for 2011 and submit complete results in July 2011.</p>
<p>3. Expand access to adult prospective students through a collaborative effort with Kathy's Point, Timber Cross & North Villa Apartments.</p>	<p>3.a. After attending a Financial Aid workshop, at least 40% of participants will submit an application for admissions within a year based on a Colleague Report.</p> <p>3.b. After receiving individualized assistance with enrollment forms, at least 50% of participants will enroll within a year of receiving preliminary academic advising based on a Colleague report.</p>	<p>3. No data collected</p>	<p>3. Objective closed.</p>

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