



## Planning and Evaluation Tracking

College Year: **2009-2010**

Division of: **Enrollment Management**

Person Responsible: **Dale Longbine**

Department of: **Customer Services**

Person Responsible: **Robert Austin**

**Purpose Statement:** The Customer Service Department exists to provide access to Amarillo College services in person, by phone, e-mail, web or other media to both internal and external customers.

Goal Statements	Objectives/Outcomes (including assessment tools and standards)	Results	Use of Results (including improvements and revisions)
1. Increase service calls to AskAC	1. a. After designing and printing AskAC business cards, incoming calls for the month of May 2008 will increase by 5% compared to May 2009 as measured by 2009 traffic comparison report.	1. 2008-2009 7.71% increase N= 1,763 of 13,597  May 2008 = 13,597 May 2009 = 15,360	1. 2008-2009 ANALYSIS Although other factors contributed to the increase in calls, the increase can also be attributed to the increased awareness of AskAC through the distribution of the business cards by various departments. The percentage of change from May 2007 to May 2008 in incoming calls was less than 1%.  PLAN OF ACTION/ RECOMMENDATIONS for 2009-2010 Continue printing and distributing the AskAC business cards.

2. Reduce AC employee directory transfer calls

2.a. After implementing a directory feature of the call center software, directory calls requiring transfer from an AsAC employee to an AC employee for the month of August 2010 will be reduced by 20% as compared to August 2009.

2. 2008-2009  
?%  
N= \_\_\_ of \_\_\_\_\_

Due to shortage of staff and reorganization of the department, the feature was not implemented as planned.

2. 2008-2009 ANALYSIS  
N/A

PLAN OF ACTION/  
RECOMMENDATIONS for  
2009-2010

Will begin testing a new queue for directory calls by Summer 2010.

2009-2010 PET Goal

3. Develop and implement procedures for gathering accurate data for recruitment and retention efforts

3.a. After creating a position to implement and manage a communication plan, the Customer Service department will track the progress of prospective students, through graduation and will increase the ratio of prospect to applicant to student to graduate by 5% as compared to the prior year.

3. 2009-2010  
?%  
N= \_\_\_ of \_\_\_\_\_

3. 2009-2010 ANALYSIS

PLAN OF ACTION/  
RECOMMENDATIONS for  
2010-2011

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