



Planning and Evaluation Tracking

College Year: 2010-2011

Division of: Enrollment Management

Person Responsible: Robert Austin

Department of: Customer Services

Person Responsible: Dale Longbine

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 Statement #1: Support Enrollment Goals by Communicating with Students

Objectives/Outcomes (including assessment tools and standards):

Implementation of the De-Reg communication plan will result in a 2% decrease in the number of students who are dropped for non-payment in the spring 2010 semester, as measured by the Deregistration History tracking report.

Results:

Spring 2009 = 8.73%

Spring 2010 N=973 (937 out of 9712) = **9.65%**

Use of Results (including improvements and revisions):

Analysis:

We were disappointed to see that the percentage of students who were dropped for non-payment actually increased instead of decreased in spite of the fact that we were using the exact same communication strategy for both years. We are not aware at this time of any other outside factors that would explain this discrepancy.

Plan of Action:

We will modify our communication plan for the next spring term by adding an additional CARL call that will execute on the day prior to the last day to pay. We have never tried this before and we are excited see if it has the intended effect.