



Planning and Evaluation Tracking

College Year: 2010-2011

Division of: Enrollment Management

Person Responsible: Robert Austin/
April Sessler

Department of: Testing Services

Person Responsible: Melissa Wilson

Purpose Statement: Testing Services supports instruction, academic planning, and the community by providing various assessment services for students, prospective students and members of the community.

Goal Statement #1: Testing Services will increase GED college recruitment.

Objectives/Outcomes (including assessment tools and standards): After sending our follow up information postcards to passing GED students; GED students will take the appropriate steps to enroll in classes at Amarillo College. Annual comparative studies will show a 2% increase in enrollment from passing GED students.

Results:

January 2007-December 2007: 6%

January 2008-December 2008: 17%

January 2009-December 2009:

Use of Results (including improvements and revisions):

Analysis:

Following up with passing GED examinees has proven to increase Amarillo College enrollment.

Plan of Action:

Testing Services has teamed up with Maury Roman Jordan, from Community Link, to help recruit passing GED examinees. Maury and her team have composed letters inviting passing GED examinees to come to Amarillo College and visit Community Link for further information along with scholarship opportunities. Testing Services will close this goal due to the shift of GED recruitment efforts.

Goal Statement #2: Testing Services will increase the percentage of passing GED examinees attending the GED graduation ceremony in March and September.

Objectives/Outcomes (including assessment tools and standards): After personally contacting GED candidates who are eligible to attend the GED graduation ceremony prior to the graduation date, we will show a 10% increase in graduation attendance.

Results:

March 2009: 21.6%

September 2009: 21.4%

March 2010:

Use of Results (including improvements and revisions):

Analysis:

Due to the increase in attendance, graduates will be encouraged to attend Amarillo College. Others will be encouraged to complete their GED. The community will be more aware of GED services Amarillo College provides.

Plan of Action:

We will continue to monitor these results and tweak our communication methods to best reach potential students and increase enrollment.

Goal Statement #3: Increase the number of examinees taking the CLEP exam.

Objectives/Outcomes (including assessment tools and standards): After promoting the benefits of CLEP by:

- a. Updating and reminding Advisors to talk to each student about CLEP opportunities,
- b. Building a CLEP segment into our Accuplacer training session for high school counselors,
- c. Adding a message to the Accuplacer score sheet notifying students of the benefits of CLEP,
- d. Speak with Division Heads to incorporate more acceptable CLEP exams.

Testing Services will show a 10% increase in the number of examinees taking CLEP exams.

Results:

Base Year

September 1, 2009- August 31, 2010: **176**

September 1, 2010-August 31, 2011:

Use of Results (including improvements and revisions):

Analysis:

Plan of Action: